CHAPTER 1. INTRODUCTION

1.1 Background

Course and training institutions are non-formal education that helps developing specific skills depending on each person needed in joining the course. In Indonesia, the course and training institution is known as LKP. According to Erwin Rival Fauzi and Novi Widiastuti (2018), course and training institutions are part of active non-formal education and are instrumental in providing vocational knowledge services and attitudes for the community. By joining the course each student can get additional skills they want to increase. It helps the students develop the skills they need.

Jember is one of the cities in East Java province which has many courses and training institutes. One of them is Hayyu's English Course which is located in Jl. A. Yani Gang Sawung Galing No. 07 Bangsalsari Jember. This course will be the object of the writer's final project because it is one of the trusted courses in Bangsalsari. It was proven by the answers of the interview with the manager in preliminary study which has been done by the writer. The manager said that Hayyu's English Course had about 150 to 200 students. Many students who would have graduated from Hayyu's English Course continue their study abroad and become students who mastered English well. Some schools send their students who would be the candidate for the representative of the English competition to this course. They trusted this course and trained their students to be a success in the competition. Those facts indicate that this course has good quality. Therefore the manager wanted to promote this course wider not only in Bangsalsari but also in other places in Jember and the surrounding area.

To do promotion the manager website and social media. Unfortunately, the information on the website was not complete because the content was only about the name of the owner as of the manager, the location, and the registration requirement. Therefore, Hayyu's English Course needs additional promotional media to complete what they already had. Based on the manager's consideration and the course needed, he asked the writer to make a video company profile. He considered that video could cover more complete information about the course more effectively because it was in the audio visual. The viewer especially the customer's candidate saw the detail of the information given. They were an opportunity to hear and see the information being presented. Besides, in the modern era, there is some platform for sharing any information such as a video company profile. By using audiovisual, people were

to understand and catch the message of the information. Finally, they decided to register to become the students of   Hayyu's English Course.

These video company profiles are made in bilingual, English, and Indonesian. English is used to explain the content orally and Indonesian is used for the subtitle. The writer took some information on the website of Hayyu's English Course.

Based on the explanation above, the writer decided to make a video company profile for LKP Hayyu's English Course. The product was hoped can help the course to be known by costumer because they watch the video company profile on social media. The main point was the video can increase the number of students.

1.2 Objective

The objective of this final project is to make a video company profile of Hayyu's English Course to introduce and promote the course to the public.

1.3 Significances

Besides the objective above, the significances of this project are:

1.3.1 For the writer

This final project will be useful for the writer because the writer can improve the skills that had already learned such as writing, translation, speaking, and computers.

1.3.2 For Hayyu's English Course

This product can be a used as promotional media of Hayyu's English Course.

1.3.3 For the customer

This product will give information about Hayyu's English Course in more detail to the public because it will be completed with view, facility, and activity of Hayyu's English Course.

1.3.4 For Politeknik Negeri Jember

The result of this project is to become a reference for students who will do a similar final project.