

CHAPTER I

INTRODUCTION

In this chapter, the writer discusses the background, problem formulation, problem limitation, purposes, and benefits in conducting this research.

1.1 Background

English is an international language that every school and college must implement as a subject. In learning English, there are basic elements that need to be understood, such as speaking, reading, and writing. Speaking is the one of the important parts in English element that should be mastered by students besides reading, writing and listening. The function of speaking skill is to express an idea, someone feeling, thought, and it express spontaneously by orally. Speaking is a productive skill and is always used by humans to communicate and share ideas or opinions. Mwamba (2005) stated that many students in secondary schools are shy and prefer to be silent in class because they cannot express themselves adequately in spoken English. In speaking there is an element called vocabulary management that must be applied, According to Chiang (2018: p. 207) when a reader has a larger vocabulary size, their automation of the decoding process becomes rapid, which means they used the shortest time process a series of stages of information passage in the brain. Furthermore, in English pronunciation, some people may have difficulty pronouncing it due to several aspects that can affect such as too much memorization of vocabulary and being afraid of mistakes.

There are speaking problems that can be solved in various ways. One of them is to take additional English learning hours in an English course. Learning to speak in English courses would help students with vocabulary, grammar, and pronunciation. English courses also provide flexible times for the students and fun learning methods to learn English. In English courses, they learned to manage their time and review the materials at school. Özer (2018, p. 16) assumed that "Some suggestions will be made to guide instructors of English on designing the

curriculum of vocational English courses to meet the expectations and enhance the quality of vocational English courses and vocational education”.

There are many English courses available in urban areas, including in Palembang city. Palembang has three biggest English courses namely Lembaga Bahasa LIA, Gloria English Course, and Global English Language Center. Global English Language Center as one of them has a unique learning method it is located on Jalan Demang Lebar Daun No. 2564 Palembang. The motto of this site is “*Others teach you English, we make you speak!*” It means the learning method at global is focused on making its student speaking capability. At Global English Language Center the learning hour is very flexible and is very suitable for students or workers who are having difficulty managing work and study schedules. Thus, learning institute such as Global English Language Center is something needed by society to provide their necessity. Therefore, to survive in the competition of English learning course institutes spread across the Palembang, Global English Language Center needs to carry out a promotion. There are various way how global English language center promotes its institution one of them is by publishing a promotional video on YouTube, instagram and Facebook. However, the video is not sufficient enough to attract the reader’s attention because the content **is** not persuasive enough. Meanwhile, the writer thought a good promotional video needs a persuasive script in the form of copywriting.

Video is one of a proper promotional media for marketing products and services because they can be uploaded on social media such as *YouTube*, *Instagram*, and *Facebook*. Therefore, videos are easily accessible to everyone and can be watched anytime and anywhere. Jayani (2020) stated that the number of social media users in Indonesia reaches 160 million users or around 59% of the total population of Indonesia. It is hoped that an increase in social media users from the community will watch the video, starting from the local community to the foreign.

Based on the explanation above the writer wrote the final report entitled “Copywriting Video Script of Global English Language Center as an English Course in Palembang”.

1.2 Problem Formulation

Based on the title and the background of this report, the writer formulated a problem formulation of “how to write copywriting of video script of Global English Language Center as one of the English course in Palembang”.

1.3 Purpose

The purpose of this research was to apply the steps in writing a copywriting video script for the Global English Language Center in Palembang.

1.4 Research Benefits

This final report is beneficial for four parties, namely the readers, the institution, the Global English Language Center, and the writer. The readers of this final project can have knowledge and information about introducing English Language Center in Palembang, and also to raise motivation and attracting the reader to know about enlisted in English Language Center in Palembang. For Sriwijaya State Polytechnic, it can introduce the polytechnic in English course field and being an object for the further research. For the Global English Language Center itself, this research can be a medium to promote Global English Language Center in Palembang. It also promotes English Language Center in Palembang to the world and increases the number of students of the Global English Language Center in Palembang. Finally, the writer also benefit from being able to increase his knowledge in copywriting a video script as well as getting some information from the research sites.