

CHAPTER I

INTRODUCTION

1.1 Background of the Study

English is one of the languages in the world that must be mastered because it is an international language. In Indonesia, learning English starts at the elementary school stage and continues through lectures. English has a very important role in life in the current era of globalization. All of today's features and equipment are, on average, already in English. Besides, English can also make it easier for workers to find work. Many companies now apply policies such as being able to speak English when searching for job openings.

Since English is very important in the current era, many campuses in Indonesia provide language majors, including the Language Department of the State Polytechnic of Bengkalis in Riau. However, based on a pre-observation done by the writer, it was found that the enthusiasm of students in Bengkalis towards English is still low. As a matter of fact, the number of students in the Language Department, especially at Diploma Three (D3) of English Language, keeps decreasing from year to year. Up to this point, the writer does not know exactly the reasons why they are not really interested in choosing English as their major. However, one of the things that should be done continuously by the Language Department is to keep on promoting this department to society with various promotional items.

On the other side, the Language Department of the State Polytechnic of Bengkalis had also promoted the department in various ways, through on-site promotion at schools done by both lecturers and students associations (LEDSA) as well as online or media promotion. However, the results remain the same; enthusiasm towards the English Language Study Program of the State Polytechnic of Bengkalis is still decreasing. In fact, similar to business strategy, a product promotion cannot just be done once a year; it must be done continuously throughout the year. One good way to do it is by sharing information related to

English with society (users) through media such as Instagram as indirect promotion.

Based on the above phenomenon, the writer was interested in conducting a study about making Instagram content that containing English learning materials as one of the promotional media to promote the Language Department of the State Polytechnic of Bengkalis to a larger community inside and outside Bengkalis.

The reasons for choosing Instagram as a social media application for promotion is that most of today's young people tend to use Instagram as their social media account since Instagram has more various features, easier to use, and already have updates which is in line with the interests of the community, especially the young people, compared to other social media applications. In addition, each educational institution nowadays has its own official Instagram account as their media of promotion. Therefore, the promotion process with this learning method will run more effectively than the usual promotion method.

Therefore, the title chosen was "The Making of English Learning Contents for Instagram to Promote Language Department of State Polytechnic of Bengkalis," where as one of the purposes was to provide promotional items to promote the Language Department of State Polytechnic of Bengkalis.

1.2 Formulation of the Problem

Based on the background that had been described previously, the problem is formulated into: "How are the processes of making English learning contents for Instagram to promote Language Department of State Polytechnic of Bengkalis?"

1.3 Limitation of the Problem

Since the promotional item that used was the Instagram, the English materials has been made was limited into just short and simple English learning in photos and videos related to idioms, slangs, grammar, vocabulary, quotes

1.4 Purpose of the Study

The purpose of this study was to create English learning contents for the viewers to learn English in a simple way in Instagram, but in the same time, also to promote Language Department of State Polytechnic of Bengkalis.

1.5. Significances of the Study

1. For the readers/viewers, this research is further promote and provide information about the Language Department of State Polytechnic of Bengkalis through simple English learning to the general public and prospective students so that students who continue their studies at the Language Department of State Polytechnic of Bengkalis increase.
2. For Language Department of State Polytechnic of Bengkalis, the product of this study is one of promotional items to show the existence and indirectly promote the Language Department towards the viewers.