

# CHAPTER I

## THE BACKGROUND

### 1.1 Introduction

English is the international language used all over the world. We can see the use of English in television or in magazines, and it is even spoken at public places in big cities like Jakarta. English has become a foreign language that is mostly used by Indonesians after Bahasa and the local dialects in Indonesia.

English is a useful tool to interact with each other. It shows when people from different countries are meeting in several events or moments, they talk to each other by using English. With English, communication will be easier and people will be able to accomplish more of what they want to achieve, for instance in education and business, if they speak English well. Aiken John states in her article that English has become a lingua franca, a global language, regularly used and understood by many nations for whom English is not their first language. Therefore I know how important English is.

Learning English is hard for many people, especially for those who are not accustomed to English or who are not using English daily.

One way to make people master English is by introducing English at young age; since they were kids, at 2 years old. The younger they learn, the easier they could understand. When parents think that English is important because it gives a positive contribution for their children's future, they will send their children to a good institution to learn English.

Facing this situation, I have planned to open an English course. It is aimed at introducing English to young children. The course is focused on English for children. The reason of choosing children as the target is because they have natural ability to absorb language. Particularly, early age is a golden period for developing a child's linguistic competence.

Bright Star is the name of the course. "Bright" means full of light and shining strongly, and "Star" is a symbol that is used to say that someone is very good at something. Therefore the meaning of Bright Star is that the children will become people who brightly shine as a star and will be good at English.

#### 1.2. USP (Unique Selling Proposition)

As the place where children can study English, Bright Star also provides a day care for children. There are many parents who are busy with their jobs and they have no time to take care and guide their children in studying. In this case, Bright Star faces that problem by providing both a course and child-care. Therefore, the busy parents do not need to be worried about their children.

Furthermore, parents who entrust their children to the child-care in Bright Star, automatically allow their children to study English. In Bright Star the children will spend their time as at home.

Bright Star limits the children age-range between three until six years old. Those ages are the age of pre school children who are mostly active. The limitation age-range is made so the teachers and babysitters can give proper attention to those children and to ease them as the training officers at Bright Star in handling children.

Furthermore, Bright star wants to make the course become a joyful place for children to study and play. Thus, Bright Star tries to fulfill all the children's needs by using an interesting approach. Lessons are designed to focus on encouragement and acknowledgment to build up important life-skills, such as social interaction and self-esteem. Bright Star will present English lesson by computers and LCDs. Activities will be arranged regularly all the time. Students will also have an opportunity to experience the play-and-learn through a variety of technology such as playmobile jet airplane, playmobile magic castle and princes, and laptop smart toy. In its website, the Education Commission of State said that children thrive when their physical and developmental needs are met within a secure, respectful, and nurturing environment (par 1). Thus, Bright Star delivers almost all of the lessons through fun activities, music and song. It is aimed at making them enjoy the time at the course. Therefore, the joyful course concept would help young children become familiar with English language.

### 1.3. SWOT analysis

SWOT analysis is the overall evaluation of a business's strengths, weaknesses, opportunities, and threats. There are some strengths of the business. The first is the location. Bright Star is located in a strategic area: Batununggal estate. The building consists of complete rooms and facilities. The room is equipped with three permanently installed digital video cameras. These cameras are to record activities in all classes and rooms. Beside that, the training officers are professionals, because they will be trained before dealing with the children.

Furthermore, Bright Star can be considered as a big chance and opportunity to be made profitable business, seen from the importance of English. This course will be needed to improve children's English skills, and to show how important education is. Bright Star can also hold English competition events for children in order to attract the target market in joining the course.

The fact that English is important can also become a threat. The threat is the competitors. For example, other courses which provide English course for all age categories. Parents who have two children of different ages; 4 and 7 years old, prefer their children to study at the same course. Therefore, they do not need to be busy sending their children to different venues.