

## TABLE OF CONTENTS

APPROVAL SHEET .....	i
STATEMENT OF ORIGINALITY .....	ii
ACKNOWLEDGEMENT .....	iii
MOTTO .....	iv
ABSTRACT .....	v
INTISARI .....	vi
TABLE OF CONTENTS .....	vii
<b>CHAPTER I: INTRODUCTION .....</b>	<b>1</b>
1.1 Background .....	1
1.2 Objectives of Study .....	2
1.3 Scope of Study .....	2
1.4 Method of Study .....	2
1.4.1 Method of Collecting the Data .....	2
1.4.2 Method of Presenting Data .....	3
1.5 Presentation .....	3
<b>CHAPTER II: PROFILE OF HAPPY HONEY BEE ENGLISH AND LEARNING CENTER YOGYAKARTA .....</b>	<b>4</b>
2.1 History .....	4
2.2 Concepts of Place .....	5
2.3 Vision and Mission .....	5
2.4 Organizational Structure .....	5
2.5 Programs .....	6
2.5.1 General English .....	6
2.5.2 English for Specific Purpose .....	7



2.5.3 English for Academic Purposes .....	8
2.5.4 English Conversation Class .....	8
2.5.5 English Camp .....	9
2.5.6 Bahasa Indonesia untuk Penutur Asing (BIPA) .....	9
2.5.7 Translation Service .....	9
2.5.8 Tutoring Classes ( <i>Bimbel Mapel</i> ) .....	10
2.6 Schedule .....	10
2.7 Facilities .....	11
2.7.1 Toys and Playground .....	11
2.7.2 Books .....	12
2.7.3 Canteen .....	12
2.7.4 Parking Area .....	13

**CHAPTER III: THE PROMOTION STRATEGY USED IN HAPPY HONEY BEE**

**YOGYAKARTA .....14**

3.1 The Promotion Strategy Used .....	14
3.1.1 Brochures and Social Media .....	15
3.1.2 The Outing Program with English Native Speakers .....	15
3.1.3 Partnership with Kindergartens .....	16
3.1.4 Partnership with Hotels .....	16
3.2 The Impacts of the Promotion Strategy .....	17
3.2.1 The Growing Interests of the Students to Learn English in HHB ..	17
3.2.2 The Increasing Number of Students in HHB .....	17
3.2.3 Gaining a Better Reputation .....	18
3.2.4 Educating Markets of the Needs of English Lessons .....	18
3.3 The Strategies to Win Competitors .....	19

**CHAPTER IV: CONCLUSIONS AND RECOMMENDATIONS .....21**

4.1 Conclusions .....	21
4.2 Recommendations .....	21



Work Cited .....23



## LIST OF APPENDICES

Appendix 1: <i>Surat Ijin Penelitian</i> .....	24
Appendix 2: Log Book .....	25
Appendix 3: List of Interview Questions .....	36
Appendix 4: List of Informant .....	37
Appendix 5: Curriculum Vitae .....	38
Appendix 6: Brochure .....	39
Appendix 7: List of Pictures .....	41