ENGLISH FOR SPECIFIC PURPOSES (ESP)
VOCATIONAL LEARNERS IN ENTERPRENEURSHIP

Penulis Naskah : **Dr. Zalzulifa, M.Pd**
Sasaran : **Learners**
Durasi : **4 Menit**
Format Sajian : **Expelantory Video**
Sumber Materi : **Publishing Enterpreneurial Approach To Language Learning by, Zalzulifa**
Subject : **ESP as Thematic Approach**
Competencies : **Explaining ESP Approach,**
Shifting from Studying to the Learning Philosophy (sentence building)

Key Indicator : The learners will understand Shifting from Studying to the learning philosophy (sentence building)

Skill : Referring to the thematic context, at the end of video recording, the learners will understand about shifting from studying to the learning philosophy (sentence building)

Video Content :
1. Opening Tittle
2. Explaining the members of the InsightEdgeAgency team
3. Explain the background of the company.
4. Explanation of Vision
5. Explanation of Mission
6. Explaining the company value
7. Explaining Philosopy Agency
8. Product Sample InsightEdgeAgency company's
9. Price List
10. Closing

Synopsis / Description

The learners will understand the PBLL Approach, **Shifting from Studying to the learning philosophy (sentence building)**

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Cut (Slide)	Storyline (Alur Cerita)	Aset Visual (Gambar)	Narasi (Voice Over) dan Musik Ilustrasi	Perkiraan Durasi
1.	**Opening Title**	**Teks : InsightEdgeAgency Company Profile**  **Picture:** Slide Power Point Slide Power Point	Speaking Text: Assalamualaikum Wr.Wb. Hello everyone! First of all let me introduce our group. We from group eight English communication, I am Alfat Athoyifatul and here I am with two of my friends. Hello! My name is Muhammad Ilham, Hello	30 second

			my name is Jasmine Larasati. Today we want to explain the company profile business we that “InsightEdgeAgency”. By: Alfat Athoyifatul	
2.	**Explaining the members of the InsightEdgeAgency team**	**Teks:** Explaining the members of the InsightEdgeAgency team **Picuture :** Member and NIM photos included	SPEAKING TEXT: The team from InsightEdgeAgency is Alfat Athoyifatul with NIM 2391471005 then Jasmine Larasati with NIM 2391471039 and Muhammad Ilham with NIM 2391471054. By : Alfat Athoyifatul	20 second
3.	**Explain the background of the company.**	**Teks :** About Company **Picture:** Slide Power Point	SPEAKING TEXT: Our company profile, specializing in stage photography, reflects our dedication to capturing important moments with beauty and visual excellence. Focused on stage photography, we immortalize every significant moment in stage events with skill and attention to detail. Our team comprises talented photographers who combine creativity with cutting-edge technology to produce stunning images. We are committed to delivering high-quality service and leaving unforgettable impressions through our work. By: Alfat Athoyifatul	40 second
4.	**Explanation of Vision**	**Teks:** Vision **Gambar:** Slide Power Point	**Speaking Text:** Okay next, we will explain our company’s vision. To be a trusted partner in capturing important moments	15 second

			through high-quality and innovative stage photography. By: Alfat Athoyifatul	
5.	**Explanation of Mission**	**Teks:** Mission **Picture:** Slide Power Point	SPEAKING TEXT: Then the mission of our company is Providing satisfying and impressive photography experiences for every client with creative and professional solutions. By: Jasmine Larasati	15 second
6	**Explaining the company value**	**Teks**: Company value	SPEAKING TEXT: Creativity, Quality, Commitment, Collaboration, Integrity. ● Service Portofolio : Stage photography, event documentation, individual/group portraits, advertising/marketing photos, photo editing. ● Experience and Expertise : Experienced team in stage photography techniques and quick adaptation to various environments. ● Our Clients : Famous artists, entertainment companies, event organizers, and marketing firms. By: Jasmine Larasati	40 second
		Picture: Slide Power Point		
7	**Explaining Philosopy Agency**	**Teks:** Philosopy Agency	**SPEAKING TEXT:** ● Inspiring Innovation : We inspire through innovation, crafting creative solutions that	20 second

			bring positive change. ● Supreme Quality : We offer the finest service with an unwavering focus on unparalleled quality By: Jasmine Larasati	
		Picture: Logo InsightEdgeAgency		
8	**Product Sample InsightEdgeAgency company's**	**Teks:** Product Sample	**SPEAKING TEXT:** Next about product and service : ● Stage Photography ● Event Documentation By: Muhammad Ilham	8 second
		Picture: Product Photo		
9	**Price List**	**Teks:** Explaining about Price List	**SPEAKING TEXT:** 1. **PACK ONE** 5.500.000 IDR FOR 5 HOURS INCLUDE: 2 PHOTOGRAPHER 1 VIDEOGRAPHER 2. **PACK TWO** 11.500.000 IDR FOR 8 HOURS INCLUDE: 3 PHOTOGRAPHER 2 VIDEOGRAPHER 3. **PACK THREE** 25.000.000 IDR FOR 12 HOURS INCLUDE: 6 PHOTOGRAPHER 3 VIDEOGRAPHER By: Muhammad Ilham	30 second
		Picture: Slide Power Point		
10	**Closing**	**Teks:** Thank You	**SPEAKING TEXT:** That's all from our group and thank you By: Muhammad Ilham	10 second