CHAPTER 1. INTRODUCTION

1.1 Background

In this modern era, information or news spreads rapidly through digital media and the internet. Website is one of the media that is accessible for everyone. Since the website 1.0, various organizations worldwide have developed their company profiles to be widely known. Company profile website has communication purposes such as communications with the public and other organizations, socialization, marketing, and negotiation. A company profile is a helpful medium to provide information or a complete picture of company details. The functions and benefits of a company profile include containing detailed information about the company, acting as a media representation and marketing tool, complementing proposals, and acting as a medium for branding and publication (Indianto & Asqalany, 2020). One of the institutions that need a company profile website is Politeknik Negeri Jember.

Politeknik Negeri Jember is one vocational higher education institution in Indonesia that has the vision to become a leading university at the Asia level in the field of applied science education. Polije, in conducting its vision and mission, is supported by a language center called UPA *(Unit Pendukung Akademik)* Bahasa. The Technical Implementation Unit is a free association that completes specific functional and supporting specialized undertakings (Jatnika, 2019). UPA Bahasa has a role in developing the communication capacity of the students and staff to be ready for the Asian and international levels so UPA Bahasa needs a bilingual version in English and Indonesian to support it. UPA Bahasa at Polije is founded mainly to provide language training and testing services for the internal and external public. However, to develop its services, UPA Bahasa needs effective media to socialize its services and communicate with other organizations and the public.

Based on the interview done as a preliminary study with the Head of UPA Bahasa, UPA Bahasa needs media used to socialize its services and communicate with the public. UPA Bahasa has initiated to development of a website. However, the website has not been operational yet until now due to limited content on it. Other

media such as social media, booklets, and any printed media are not available until today. Therefore, UPA Bahasa has not widely known by people including the internal public, such as students and lecturers at Politeknik Negeri Jember. In this case, having an effective website is important for introducing the organization profile and its services to its public either internal or external.

Therefore, this final project proposal is especially intended to help UPA Bahasa Politeknik Negeri Jember write the content of the company profile website consisting of relevant information about its services. By doing this project, UPA Bahasa is better known and more accessible to students, lecturers, and external parties. In addition, the company profile website also consisted of the most updated information about its activities so that people easily follow the updates. The company profile website designed interestingly by providing interactive and practical features for easy access and reader-friendly. Since UPA Bahasa intended to support Polije for the international vision, this content wrote in a bilingual version, English and Indonesian.

1.2 Objective

The objective of this final project is writing the content of the company profile website of UPA Bahasa Politeknik Negeri Jember in bilingual version, English and Indonesian.

1.3 Significances

This final project hopefully gives some benefits for the following parties:

1.3.1 For the Writer

This final project is expected to help the writer to apply the knowledge and skills previously acquired such as writing and translation.

1.3.2 For UPA Bahasa Politeknik Negeri Jember

This final project is expected to help UPA Bahasa to disseminate the information and news about the UPA Bahasa Politeknik Negeri Jember.

1.3.3 For the Visitors

The visitors can reach out and get detailed information about UPA Bahasa from the content of the company profile website.

1.3.4 For the Student of English Study Program

The final project made can be used as a reference for other students who will do a similar final project.