

SUMMARY

Making a Company Profile Booklet of Lembaga Kursus SECC Tanggul, Alifatul Ilmiah, F31171068, 2020, 31 Pages, English Study Program, Politeknik Negeri Jember, Siti Aisyiyah, S. Pd., M. Pd. (Supervisor).

Industrial revolution 4.0 brought changes in all aspects of life. One of significant changes that occurred in the field of education is English education. English has an important role in the 4.0 revolution era because it is based on technology such as the internet that mostly uses English. Therefore, the needs of learning English increases nowadays. The role of educational institution, formal and non-formal, which provide English course become more important, for example is an English course.

The writer decided to make a company profile booklet of SECC Tanggul as promotional media which gives complete information about SECC Tanggul. This product is bilingual which is in English and Indonesian. This booklet is used to introduce SECC Tanggul, and to attract the students that want to learn English in SECC Tanggul.

In making the booklet as a promotional media, the writer applied data collecting methods proposed by Cresswell (2008) to complete the information needed. The methods were interview, observation, documents, and audiovisual material.

Interview was the first step to collect data. In this step, the writer interviewed the owner of *SECC Tanggul*. The writer asked the questions to get complete information about the promotional media which available there were the year establishment of SECC Tanggul, The history of *SECC Tanggul*, vision and mission, the program can apply, excellence of SECC Tanggul compared to other courses, the number of students, the teachers are teaching of SECC Tanggul, the qualification of teachers at SECC Tanggul, the packages offered in the learning program at SECC Tanggul. After doing an interview, the second step to collect data was observation. The writer observed the condition of the situation. The

situation included learning room (chair & table, white board and Fan, Toilet, Musholla,Lcd, Front Office, Gazebo, Radio and Library. The third step to collect the data was documents. In this step the writer searched the data information from several documents of SECC Tanggul, such as brochure, staff profile description as additional information. The last step was audiovisual material. In this step, the writer took pictures when a pandemic after getting permission from the owner of SECC Tanggul. The pictures included the activity of SECC Tanggul, facilities of SECC Tanggul, room, musholla, office, gazebo and library.

In finishing this booklet, the writer found many difficulties and challenges. The writer found a problem when making script of the booklet. The writer needed to learn about how to write a good script the booklet, so in making booklet the writer got benefit. The writer could improve her skills in writing the sricpt and translating the booklet.