

CHAPTER 1. INTRODUCTION

1.1 Background

Learning to read, write, and understand information in diverse social and cultural situations is a complex and multifaceted issue in Indonesia. Beyond basic literacy, the ability to understand and use foreign languages, especially English, is becoming increasingly vital in our interconnected world. Knowing a foreign language not only broadens one's perspectives and access to information but also creates more opportunities for learning and career growth. In this context, a Language Center plays a vital strategic role. It serves as a central hub for developing language skills in a more organized and focused way.

English language center are established on campuses to enhance students' proficiency, enabling them to achieve better academic results and improve their career prospects. Key functions of these center include developing language programs, providing proficiency testing and preparation, and coordinating qualified instructors. These initiatives are essential for equipping students with the communication skills needed to succeed in a globalized world. Furthermore, the center play a crucial role in promoting cultural exchange and understanding among students from diverse backgrounds.

Ultimately, the center's efforts significantly contribute to students' overall academic success and their ability to find jobs in an increasingly competitive market. Research shows that higher English language proficiency positively correlates with improved academic achievement, highlighting the critical role of language center in educational institutions (Zada et al., 2024). Furthermore, targeted language instruction and proficiency development have been demonstrated to significantly enhance students' academic performance and motivation (Kassem, 2018). Having a dedicated Language Center (UPA Bahasa) unit addresses the real needs of students and stakeholders by improving language competencies crucial for the workforce.

The Language Center (UPA Bahasa) at Politeknik Negeri Jember has a broad reach that extends beyond serving its own students; it also offers services to the public, thereby increasing its impact internationally. This dual approach allows

the center to cater to a wider range of people, increasing its influence on both students and the broader community. To effectively promote these valuable services, UPA Bahasa utilizes digital platforms such as Instagram (@languagecenterpolije), making sure that information is available to a wider audience. According to preliminary interview conducted by the writer with the head of UPA Bahasa, Language Center (UPA Bahasa) focusing on one popular social media platform, Instagram. Since Instagram is currently UPA Bahasa's sole promotional medium, the writer took the initiative to create a bilingual booklet as additional promotional media.

Creating a bilingual booklet for the Language Center (UPA Bahasa) at Politeknik Negeri Jember emerges as an effective strategy for providing clear, concise information about the center's offerings, making it easier for students and stakeholders to understand and access these services. This tangible resource can be distributed during campus events such as orientations, seminars, and workshops, and placed in strategic locations like the Language Center office and the library, serving as a handy reference that supports the Center's mission. Unlike digital media, the booklet can reach those who might not have immediate access to online platforms. Additionally, by highlighting success stories, the booklet encourages greater participation and enhances the visibility of UPA Bahasa, strengthening its commitment to language education for both internal and external stakeholders. Ultimately, this booklet is available in both printed and digital e-booklet versions, making it accessible to a wider audience.

1.2 Objective

The primary aim of this project was to create a bilingual booklet for the Language Center at Politeknik Negeri Jember. This booklet served as a tool to help the Language Center promote its services to both internal and external audiences.

1.3 Significances

1.3.1 For the Writer

The writer used important skills learned from the English Study Program, like translation, academic writing, and booklet design. Translation skills allowed the writer accurately express ideas from one language to another while keeping everything clear. Writing skills helped in organizing thoughts clearly, using correct grammar and words, and communicating well with the intended readers. Designing a booklet meant arranging words and pictures in a way that looked good and was easy to read. By combining these abilities, the writer was able to create a professional and well-organized booklet that successfully shared information and captured readers attention.

1.3.2 For the Readers and Visitors Language Center (UPA Bahasa) Politeknik Negeri Jember

The Language Center UPA Bahasa at Politeknik Negeri Jember helped not only its own students but also people from outside the institution. For example, it offered translation services and other kinds of language help. So, the benefits of the Language Center went beyond just those who read the booklet; they also reached the wider community who needed translation and language support. Readers and visitors could get good information about the Language Center UPA Bahasa and learn more about its activities and key details, including the many services it offered to both students and the public.

1.3.3 For Language Center (UPA Bahasa) Politeknik Negeri Jember

This final project worked as a strong way to promote the Language Center UPA Bahasa, making it more visible to both people inside and outside the institution. The booklet clearly showed what programs and services the Language Center UPA Bahasa offered, which helped gather support, get students involved, and build stronger connections. Since it was a physical item that was easy to hand out, it provided a lasting reference, improving communication and building the center's brand. This helped support the Language Center UPA Bahasa's growth, reputation, and continued success within Politeknik Negeri Jember.

1.3.4 For the English Study Program

This booklet could be a useful resource for the English Study Program. It could serve as an example for other students who planned to create booklets for promotional purposes in the future.