

## **CHAPTER 1. INTRODUCTION**

### **1.1 Background**

Politeknik Negeri Jember (Polije) is a vocational higher education in Indonesia located at Jl. Mastrip, PO BOX 164, Jember, East Java. It offers Diploma Three, Applied Bachelor's, and Applied Master's programs. Polije focuses on vocational education that combines practical and theoretical learning to prepare students with skills related to their fields of study. Its learning system consists of 60% practical learning and 40% theoretical learning, which supports students in developing their skills and knowledge. Through this approach, Polije aims to prepare skilled and competitive graduates (Politeknik Negeri Jember, 2026).

As a vocational higher education, Polije provides various academic and supporting services for its students. One of these supporting services is Unit Penunjang Akademik (UPA) Bahasa or Language Center, which provides language learning and training services. UPA Bahasa helps participants improve their language skills through various language-related programs and services. The unit serves both internal and external Polije parties.

To learn more about UPA Bahasa, the writer conducted a preliminary study at UPA Bahasa's office on 21 March 2025. Based on the study, the Language Center at Polije was established in 2018 under the name Unit Pelayanan dan Pelatihan Bahasa (UP2B). In 2020, it was renamed UPT Bahasa (Technical Support Unit), and in 2022, it underwent another name change to UPA Bahasa while maintaining the same functions and objectives.

The preliminary study also found that the average number of participants at UPA Bahasa each year is around 3,000, with approximately 80% coming from internal Polije and 20% from external sources. UPA Bahasa currently uses Instagram (@languagecenterpolije) and WhatsApp (082132438528) as its main promotional media. The Instagram account has 1,995 followers with 72 posts, and the highest number of likes is around 47. However, the head of UPA Bahasa expressed concerns about the imbalance between internal and external participants,

as well as the lack of English-language promotional media, which could potentially attract more foreign participants.

Based on these conditions, the writer concluded that the current promotional media used by UPA Bahasa is still not optimal. The limited audience engagement on Instagram and the lack of English-language promotional media show the need for a more informative and comprehensive promotional medium. Therefore, the writer considered developing a bilingual company profile booklet as an alternative medium to present information about UPA Bahasa more clearly and comprehensively.

Based on the results of the preliminary study and the discussion with the head of UPA Bahasa, the writer suggested to create a bilingual company profile booklet because a booklet is an effective medium for delivering information clearly and attractively. With the presence of a company profile booklet, the unit's information can be promoted more comprehensively, supported by the addition of visuals. Additionally, a company profile booklet can help build the unit's image and credibility by including customer testimonials, feedback, and the unit's achievements, which are important for gaining customers' trust and encouraging the audience to register and study at UPA Bahasa. Furthermore, by creating a bilingual company profile booklet, the institution can provide information to a wider audience. The English version makes the content accessible to international readers, while the Indonesian version ensures clarity for local readers, including those from outside Polije.

## **1.2 The Objective**

The objective of this final project is to make bilingual company profile booklet as a promotional medium for UPA Bahasa.

## **1.3 Significances**

### **a. For the Writer**

The writer can implement and utilize what he has learned from the Academic Writing and Translation course.

b. For UPA Bahasa

It can help UPA Bahasa promote the unit and attract more students. In addition, this project can also enhance the unit's image and credibility.

c. For Customer

The booklet provides customers with complete information about UPA Bahasa, which may encourage them to register in this unit.

d. For English Study Program

The product and the report can be used as a reference for those who will carry out similar projects.