

SUMMARY

Making a Bilingual Company Profile Booklet as a Promotional Medium for UPA Bahasa Politeknik Negeri Jember, Moh. Ferdi Ilzam, NIM F31222415, 2026, 57 Pages, English Study Program, Politeknik Negeri Jember, Renata Kenanga Rinda, S.Pd., M.Pd.

This final project focused on creating a bilingual company profile booklet for UPA Bahasa Politeknik Negeri Jember. The project was conducted to improve the existing promotional media through the development of a bilingual company profile booklet. The booklet is expected to support the promotion of UPA Bahasa while reaching both local and international audiences.

The data for the booklet were collected through interviews, observation, documents, and audiovisual materials. Based on the collected data, the writer prepared the Indonesian script and translated it into English while maintaining the accuracy and consistency of the information. The booklet was then designed using Canva Pro, resulting in an A5 portrait booklet consisting of 39 pages.

The final product successfully combined informative content with a professional design, making it an effective promotional medium for UPA Bahasa. The bilingual format enables both Indonesian and international readers to access the information more easily, while the clear organization of the content helps readers understand the profile of UPA Bahasa. Throughout the project, the writer encountered several challenges, including collecting complete information, arranging interviews and observations, translating the content accurately, and revising the booklet based on feedback. Despite these challenges, the booklet achieved its objective of providing comprehensive information about UPA Bahasa and is expected to support the promotion of the unit while strengthening its image and credibility among both internal and external audiences.