

SUMMARY

Making a Company Profile Booklet of LKP Hayyu's English Course Jember,
Popine Margy Berparatu, F31182100, 2021, 38 Pages, English Study Program,
Politeknik Negeri Jember, Nanik Mariyati, S.Pd., M.Pd. (Supervisor)

Course and training institution is a non-formal education that needed to help people developing their skills to be more focus and they have a specific skill depends on their needs. Someone who want to increase a particular skill needed is suitable to join course or training institution. Therefore, the role of course and training institution is getting increase and become more important to be alternative to strengthen someone's skill. One of popular courses is English Course. This course has already established for a long time ago. Nowadays this kind of course still exist prestigiously since English is getting widely used in the world. People has already admit that English course help them to increase their English skill. It is become evident that course or training institution is proper non-formal education to help people developing their skill.

In this final project, the writer decided to make a company profile booklet of LKP Hayyu's English Course Jember as promotional media with gives complete information about history, vision and mission, teaching learning program, their facilities, classes/levels, the strength of taking the course, course fees, the pictures of the facilities and teaching learning activities, their contact person, owner profile, and location of Hayyu's English Course. This product made in bilingual version that is Indonesian and English. This booklet is used to promote and introduce LKP Hayyu's English Course and to attract people to come and join study English in Hayyu's English Course. The booklet designed with interesting design based with the color of Hayyu's English Course's building. The number of pages in this company profile booklet is about 14 pages and the booklet size is A5 (14,8x21,0 cm) with landscape design. The writer made the booklet by using Corel Draw Software and Adobe Photoshop CS5 Software.

In making the booklet, the writer applied data collecting methods such as interview, observation, documentation, and audio visual material to complete the information about Hayyu's English Course needed. In the first step, the writer interviewed the owner with asked some questions about the course. In second step, the writer observed the condition of the facilities in Hayyu's English Course. In the third step, the writer collected the information of Hayyu's English Course from the owner's PPT and their website. In the last step, the writer took some pictures directly in Hayyu's English Course completed by the condition of teaching learning activities and facilities.

In processing of making booklet, the writer applied steps from Agusti (2019). They were determining title and subtitle, making format or structure booklet, finding and collecting information, processing the information, arranging the information, editing, and printing. After collected the information, the writer started to process the information while made a script. After the writer revised the script, the writer started to hired someone to designed the booklet. Finally, after the booklet was already revised and done, the writer print the booklet.

The writer found problem in making the booklet, the writer got it when made a script of the booklet. The writer needed to learn about how to make a good script with using simple and clear language, so the writer must improve her skills in writing a script and translate the booklet.