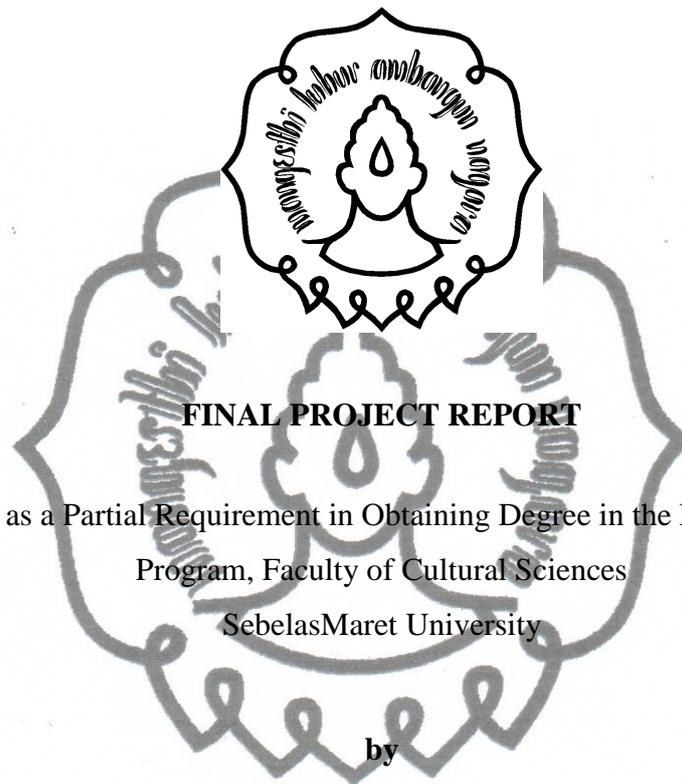


CREATING BROCHURE IN ENGLISH AT

CV. GRIYAGawe



FINAL PROJECT REPORT

Submitted as a Partial Requirement in Obtaining Degree in the English Diploma
Program, Faculty of Cultural Sciences
SebelasMaret University

by

AMMAR SYAHRIL
C9312005

ENGLISH DIPLOMA PROGRAM
FACULTY OF CULTURAL SCIENCES
SEBELAS MARET UNIVERSITY

2016

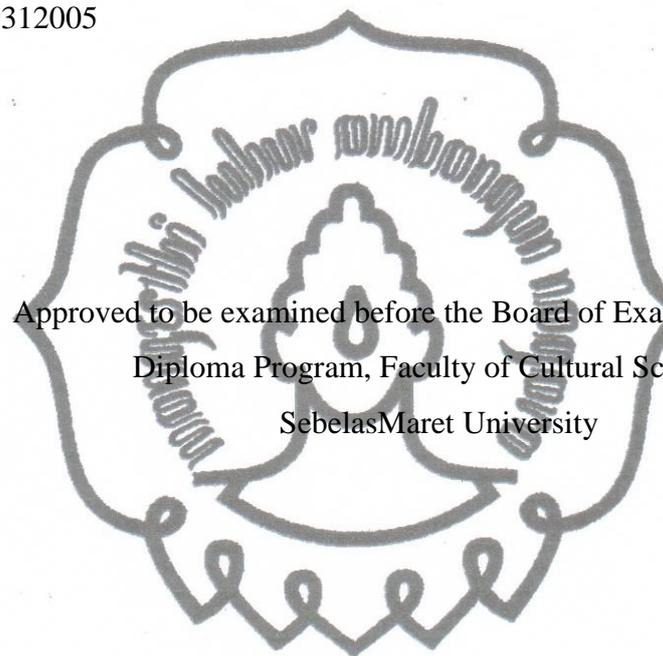
commit to user

APPROVAL OF SUPERVISOR

Title : CREATING A BROCHURE IN ENGLISH AT CV. GRIYAGAWE

Name : Ammar Syahril

NIM : C9312005



Approved to be examined before the Board of Examiners, English
Diploma Program, Faculty of Cultural Sciences
SebelasMaret University

Supervisor,

Yusuf Kurniawan, S.S., M.A

NIP: 197111301999031001

commit to user

PREFACE

First, I would like to thank *Allah SWT* for the blessing and guidance given to me so I can finish this final project. I also would like to say thanks to all the people who give support and guidance in finishing this final project.

The final project are based on the job training at CV. GriyagaweKartosuro, This finalprojectis entitled “Creating Brochure Using English Language For CV. Griyagawe” this final project explains the steps in getting the information, designing and editing process and solving the problems.

I realized that this final project is far from being perfect, therefore I need suggestions and advices to improve this final project. I hope this final project will be beneficial to the readers to improve their knowledge.

Surakarta, July 13th 2016

Ammar Syahril

commit to user

DEDICATION



With all of my pleasure, I dedicate this final project to:

SebelasMaret University

commit to user

MOTTO



“When you’re out of ideas, that’s when faith comes in. Let Allah show you the way.” - Wael Abdelgawad



commit to user

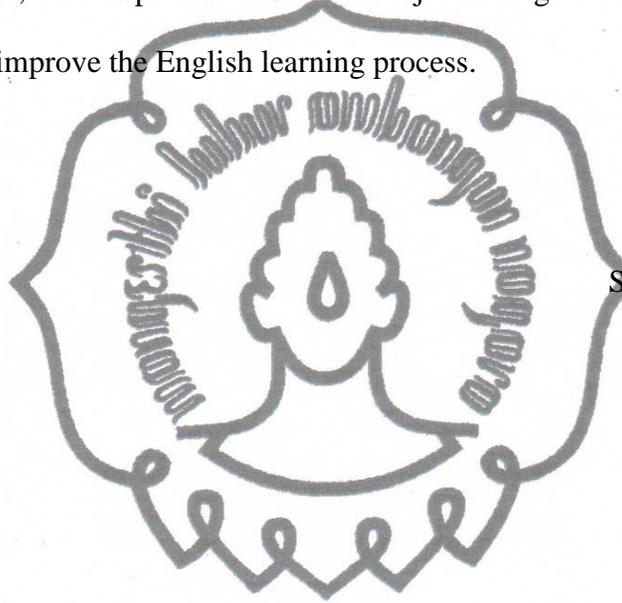
ACKNOWLEDGEMENT

First of all, I would like to say Alhamdulillahirabbil'alamin to express my highest gratitude to Allah SWT who has given blessing and guidance to finish this final project report. Moreover, I would not be able to finish this report without the help and support from others. In this opportunity, I would like to say my appreciation to:

1. Prof. Drs. Riyadi Santosa, M.Ed., Ph.D, The Dean of Faculty of Cultural Sciences, Sebelas Maret University for approving this final project.
2. Agus Dwi Priyanto S.S, M.CALL, The Head of The English Diploma Program, for his permission to write this final project.
3. Yusuf Kurniawan, S.S, M.A, My Supervisor of this final project for his guidance, suggestion, and valuable ideas to me in finishing this final project.
4. Drs. Hendarto Raharjo, M.A, My Academic Supervisor for his guidance during my study in The English Diploma Program, Sebelas Maret University.
5. All the Lecturer of the English Diploma Program and all staffs for helping me during my study.
6. Duto Sri Cahyono, CEO of CV. Griyagawe, for giving me the opportunity to have the job training in CV. Griyagawe
7. The family of CV. Griyagawe especially Mr. Gilang Taqwa
8. My beloved parents, thanks for everything given to me.
9. My beloved brothers and sisters for giving the motivation for me.
10. All of my best friends Giri, Chandra, Ardian, Lia, Adel, Cita.

11. All of people who support, guide and help me, I realize the final project has many weaknesses. However, I hope this final project will be beneficial for all readers.

Neither me nor this Final Project are perfect except *Allah SWT*. However, I do hope that this Final Project will give useful contribution and idea to improve the English learning process.



Surakarta, 13 July 2016

Ammar Syahril

commit to user

TABLE OF CONTENTS

COVER PAGE	i
APPROVAL OF SUPERVISOR	ii
APPROVAL OF THE BOARD OF EXAMINERS	iii
MOTTO	iv
DEDICATION	v
PREFACE	vi
ACKNOWLEDGMENT	vii
ABSTRACT	ix
TABLE OF CONTENTS	x
CHAPTER I. INTRODUCTION	1
A. Background	1
B. Benefits	3
CHAPTER II. INSTITUTION	4
A. Company Profile	4
B. Media and Technology	5
CHAPTER III. INTERNSHIP ACTIVITIES	6
A. GENERAL ACTIVITIES	6
1. Observation	7
2. Process of designing	7
3. Promoting	8
B. PROBLEMS AND SOLUTIONS	8

commit to user

CHAPTER IV.CONCLUSION and SUGGESTION.....	10
A. Conclusion.....	10
B. Suggestion	11

APPENDICES



commit to user

ABSTRACT

AmmarSyahril, 2016, Creating A Brochure In English At CV. Griyagawe. English Diploma Program, Faculty of Cultural Sciences, SebelasMaret University.

This final project report is written based on the job training at CV. Griyagawe. The objectives of this report are to promote the product of CV. Griyagawe and to describe the problems and the solutions encountered by the marketer in marketing process. I did an observation before doing the job training. I observed the location of CV. Griyagawe and its condition and I also watched the way of the marketing activity.

I made the brochure of CV. Griyagawe's products based on my observation during the job training. There were three steps in creating the brochure, such as : collecting information for the contents of the brochure, process of designing, and promoting.

There were three problems during the process of making brochure. The problem is the difficulty of taking pictures of the craftsmen while they are doing their job. To solve this problem I asked for a permission to the management of CV. Griyagawe to use their documentations. The next problem is when I made the Indonesian and English promotion text I can not find the appropriate words to write in a persuasive manner. To solve this problem I discuss with my friend and the expert. The last problem is my group and I can not put our brochure in local tourist information center. To solve this problem my group and I put the brochure at stall and cafe.

commit to user