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, Sebelas Maret University

by

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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 final project is 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
DEDICATION

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

SebelasMaret University
MOTTO

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

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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:

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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
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ABSTRACT


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.