

CHAPTER I

INTRODUCTION

1.1 Background of The Study

State Polytechnic of Bengkalis (Polbeng) has been established in 2000. It is an educational institution as well as the only State Polytechnic in Riau Province which has been unveiled in June 2011. Polbeng has Diploma III and Diploma IV programs. There are eight departments of Polbeng. Language Department is one of them. This department consists of two study programs. They are D-III English Study Program and D-IV English for Business and Professional Communication Study Program.

Language Department of State Polytechnic of Bengkalis proposed to establish own department in 2018. Then, it has been inaugurated as a new department on September 9th 2019. Today, Business English has become Language Department with two departments consist on it. D-IV English for Business and Professional Communication Study Program concerns about Public Relation. In other word, D-III English Study Program concerns about Business.

Language Department of Polbeng has vision to become a Leading Vocational Institution for Language and Hospitality on a National and International scale to meet the needs of Industry and Society. With some missions are organizing vocational education in the field of Business English by implementing an adaptive curriculum that is supported by quality human resources and adequate facilities. Then, carry out research and community service in the context of developing science and technology. Also, to produce professional, ethical, competent and competitive intermediate experts to compete in the local, national and international job market.

Language Department of Polbeng has produced many high-achieving students on campus and even nationally. Language Department of Polbeng also strives to produce alumni who are patent and able to compete in the world of work. According

to this aim, Language Department has prepared lecturers who are competent in their respective fields and facilities that support student learning activities.

In order to promote and inform this department to society, Language Department of Polbeng has made some accounts of social media such as Facebook, Instagram, and Twitter. It expected to be one of ways to inform about this department. There are various promotional accounts that are easier way to access by using smartphone. Language Department of Polbeng also spread widely kinds of brochures and promotional videos. However, those items seem less appropriate to provide knowledge and information about this department. There is no item in the form of brochure that written about Language Department of State Polytechnic of Bengkalis which can be more colorful and interesting to wider society and it could more students come in.

Based on the explanation above, this study tries to make a book which is expected to provide much information about Language Department of State Polytechnic of Bengkalis. This informational book featured all components of Language Department apropos of study programs, human resources, existing faculties, achievements, and existing activities. With this informational book, it is expected to be able introduce Language Department of State Polytechnic of Bengkalis to the wider society and it could increase the number of students in Language Department of State Polytechnic of Bengkalis.

1.2 Formulation of the Problem

The problem was formulated into “How are the processes of making an Informational Book about Language Department of State Polytechnic of Bengkalis”

1.3 Limitation of the Problem

Limitation of the problem was the making an Informational Book about Language Department of State Polytechnic of Bengkalis.

1.4 Purpose of the Study

The purpose of the study was to make an Informational Book about Language Department of State Polytechnic of Bengkalis that can inform society about this department.

1.5 Significance of the Study

1.5.1 Significance of State Polytechnic of Bengkalis

The product is expected as one of informative media for State Polytechnic of Bengkalis to introduce each department to society.

1.5.2 Significance for Language Department

The product is expected to be one of informational books to support Language Department to inform and introduce its own department to society.

1.5.3 Significance for Fresh Graduate Students of High School

The product is expected to inform the public and attract fresh graduate high school students to continue their study in Language Department of State Polytechnic of Bengkalis.

1.5.4 Significance for Language Department Students

The product is expected to be a hold for students of Language Department.