

THE MAKING OF ENGLISH LEARNING CONTENTS FOR INSTAGRAM TO PROMOTE LANGUAGE DEPARTMENT OF STATE POLYTECHNIC OF BENGKALIS

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ABSTRACT

English is one of the languages in the world that must be mastered because it is an international language. Many companies are implementing policies such as having to be able to understand English when looking for job vacancies so that the Bengkalis State Polytechnic opens a language department. The main purpose of this final project was to make English learning contents for Instagram to promote language department to prospective students. This research method is classified into a descriptive method. The product presented the pictures and descriptions. The processes in making this Instagram content started from collecting data, providing materials, translating manuscripts, and designing the pictures of Instagram content and layout. The result of this study was an Instagram content that can be used as promotional items to promote Language Department of State Polytechnic of Bengkalis. In addition, this content can also be used as a general English learning medium that is simple and easy to understand.

Keywords: *An Instagram Content, Language Department, State Polytechnic of Bengkalis.*