

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

State Polytechnic of Bengkalis is one of the educational institutions in as well as the only state polytechnic in Riau Province which has been established since 2000. Nowadays, State Polytechnic of Bengkalis has Diploma III and Diploma IV Programs. There are eight departments in State Polytechnic of Bengkalis. One of them is Language Department. The department consists of two study program. They are D3 English Study Program and D4 English for Business and Professional Communication Study Program.

Additionally, to promote and inform State Polytechnic of Bengkalis to society, State Polytechnic of Bengkalis certainly has a profile presentation to promote each department. There are various promotional items made by State Polytechnic of Bengkalis including: brochures, pamphlets, banners, calendars, social media posts, and video about general information of State Polytechnic of Bengkalis as a whole. The profiles are able to attract the attention of society and prospective students. This can increase the number of students who are interested to continue their studies at State Polytechnic of Bengkalis.

However, the promotional and news items that have been mentioned above seem less effective to inform and attract more students to register to Polbeng especially Language Department. The specific and some information of the Language Department have not been known by many people. The presentations which contain information about the progress of each department made by Polbeng that are displayed cannot be explained more detail due to the limitations. So, each department creates its own platform to explain their own department clearly.

In addition, this department established a new study program in 2019. However, The information items of Language Department are still in the form of brochure and powerpoint presentation. There is no item in the form of e-bulletin that represents about Language Department which can be more interesting promotional item to attract more society and prospect students. E-bulletin published in electronic format which is can be access anytime with a simpler way. It can be a publication platform that explain the progress and another information about Language Department. Also, e-bulletin contains the information about the student achievements, registration procedures, and so on. Then, it will be uploaded in every campus online platform to easier to find it.

Based on the explanation above, this study is about making a product in form of e-bulletin about Language Department of State Polytechnic of Bengkalis. The e-bulletin featured all components of the Language Department regarding study programs, human resources, existing facilities, achievements, and existing activities. With this e-bulletin, it is expected to be able to introduce Language Department of State Polytechnic of Bengkalis to the wider society and attract more prospective students. Also, it makes people easy to find more information and publication about the development and progression of Language Department.

## **1.2 Formulation of the Problem**

The problem will be formulated into "How are the processes of making e-bulletin about Language Department of State Polytechnic of Bengkalis?"

## **1.3 Limitation of the Problem**

The limitation of the problem is the processes of making e-bulletin about Language Department of State Polytechnic of Bengkalis.

## **1.4 Purpose of the Study**

The purpose of the study is to make e-bulletin about Language Department of State Polytechnic of Bengkalis that can help to promote its department.

### **1.5 Significance of the Study**

1. Significance for State Polytechnic of Bengkalis The product is expected to be one of promotional items for State Polytechnic of Bengkalis include Language Department to promote each department to society.

2. Significance for Society The product is expected to attract and give more information to people and prospective students to continue their study in Language Department of State Polytechnic of Bengkalis.

