THE MAKING OF E-BULLETIN ABOUT LANGUAGE DEPARTMENT OF STATE POLYTECHNIC OF BENGKALIS

Zya Alqist Assunny and Aswandi
English Study Program of State Polytechnic of Bengkalis
Jl. Bathin Alam- Sungai Alam, Bengkalis-Riau, 28711 Phone: (+6277) 24566, Fax: (+2766) 800 1000 e-mail: zyaalqist621@gmail.com, aswandi@polbeng.ac.id

Abstract

Bulletin is a publication that addresses the development of a particular topic or aspect and is published / published regularly in a relatively short time. E-bulletin published in electronic format which is can be access anytime with a simpler way. There are various promotional items made by Language Department including: brochures, pamphlets, banners, social media posts, and promotional video of Language Department as a whole. 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. 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, and explains the progress and information about Language Department. There was a Descriptive Study used in this study. There were several processes done in making of e-bulletin of Language Department of State Polytechnic of Bengkalis, started from collecting data and providing materials, making the narration of news until editing the e-bulletin. The result of this study was an e-bulletin contains 30 pages of information about Language Department, Study Programs, Alumni, Student Achievements, Brochures, Academic Calendar, and some interesting News about Language Department.

Keywords: E-bulletin, Promotional Item, Language Department.

1. INTRODUCTION

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. 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 Depatment have not been knew 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. There is no item in the form of e-bulletin that represents about Language Department. 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. 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 problem was formulated into "How are the processes of making e-bulletin about Language Department of State Polytechnic of Bengkalis? and the problem was limited to the processes of making e-bulletin about Language Department of State Polytechnic of Bengkalis.

There are some significances for campus and society. The product is expected to be one of promotional items for State Polytechnic of Bengkalis include Language Department to promote each department to society. Then, 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.

2. RELATED LITERATURE

The Nature of Writing

According to Rivers (1981: 294), writing is conveying information or expression of original ideas in a consecutive way in the new language. Brown, (2001: 336) also claimed that writing is a thinking process. Furthermore, he states that writing can be planned and given with an unlimited number of revisions before its release.

The Nature of Promotion

Kotler and Keller (2010: 496) claim that promotion is a means by which companies try to inform, persuade and remind consumers either directly or indirectly about a product and the brand they sell. In addition, according to Swasta (2000: 245-24) the purpose of the promotion function is as follows: providing information, persuade and influence, persuade and influence, promotion is a tool to reach goals.

The Nature of Bulletin

The definition of bulletin according to Oxford Advanced Learner's Dictionary of Current English is "Bulletin is an official statement of news; printed sheet with official news or announcement. ". According to Onong U. Effendy (2011: 225), bulletin is a communication medium that functions as follows: to inform, to educate, to influence, to entertain.

3. Methodology of The Study

Method of the Study

This study is descriptive study. It can be concluded that descriptive method is a research method used to describe and analyse an object or a result of research.

Equipment and Material

Equipment

The equipment used for this study is:

a. Hardware

  1. Laptop

    Laptop is equipment that is really needed for this study because it is used to search, process, and save the data sources of the study.

  2. Camera

    Camera is used for taking photos.

b. Software

  1. Figma Application

    Figma is used to design e-bulletin and have many kinds of templates.

  2. Microsoft Word

    Microsoft Word is a program that is part of the Microsoft Office installation package, function as word processing software which includes creating, editing, and formatting documents.

Material

The material used for this study is:

  1. Compact Disc (CD)

    CD is a digital optical disc data storage format that is used for saving the data of e-bulletin about Language Department of State Polytechnic of Bengkalis.

  2. Hard Disk

Hard Disk is used to save unedited data of e-bulletin about Language Department of State Polytechnic of Bengkalis that has a big capacity.

Procedure of the Study

Data Collection Technique

The data for this study are retrieved and collected from some sources as follows:

a. Direct Observation

  This study will use a direct observation towards Language Department of State Polytechnic of Bengkalis.

b. Interview

  Interview about data of Languge Department about history, human resources, and facilities of Language Department of State Polytechnic of Bengkalis. The interview will be conducted towards related stakeholders including Head of Language Department, the lecturers, the students, etc.

c. Literature

Besides collecting through primary data (observation and interview), this study will also supported by secondary data taken from several literature, archive and also some sources from the internet.

4. RESULT AND DISCUSSION

The Process of Making of E-Bulletin about Language Department of State Polytechnic of Bengkalis.

There were several processes done in making of e-bulletin of Language Department of State Polytechnic of Bengkalis, started from collecting data and providing materials and making the narration of news until editing the e-bulletin. There were many steps in making this e-bulletin as follows:

Collecting Data and Providing Materials

Collecting data and providing materials were made by interviewing Head of Language Department and Study Programs, Searching the internet source and previewing another e-bulletin from another campus. The process of collecting data also done by visiting the Language Department and some of them is done by online. There were several data of e-bulletin, they were: History of Language Department, personal data, and photos of the content. Those data had been taken for three weeks.

Making Narration of the News

In this process, the narration was written by the me as a author of the e-bulletin. The first step was preparing the title of the news. After that, writing the news according to the information of the news. Then, writing the content such as the achievements, news about adapting new normal era, and the latest news or events of Language Department.

Editing the E-bulletin

After Writing the narration, the next process was editing the e-bulletin. This product was edited by the editor. The application used in editing the video was Figma.

Result of the Study

The result of the study was a e-bulletin. This e-bulletin can provide information about Language Department of State Polytechnic of Bengkalis. This product expected to help the

Language Department to promote one of the Department of State Polytechnic of Bengkalis to the society. This video was made in English which was contained many informations and some interesting news. The details of e-bulletin of Language Department can be seen in the following table:

Table 4.1 The Result of the Study

Page	Content
-	Cover
1st	Editor's Note
2nd	Short Speech by Head of Language Department, Mr. Rionaldi, M.Pd
3rd	Vission and Missions of Language Department
4th	Lecturers and Staff of Language Department
5th	Introduction of D-III English Study Program
6th	Vission and Mission of D-III English Study Program
7th - 9th	D-III English Study Program' Credit Details
10th	Introduction of D-IV English for Business and Professional Communication Study Program
11th	Vission and Mission of D-IV English for Business and Professional Communication Study Program
12th - 15th	D-IV English for Business and Professional Communication Study Program Credit Details
16th	Introduction of Language Department Student Association (LEDSA)
17th	News about Online Leadership Webinar by LEDSA
18th	News about Online Webinar by Language Department
19th	News about Translation Practitioner Lecture
20th	News about Alumni of Language Deprtment who continue study in Taiwan
21st	News about Alumni of Language Deprtment who are working now
22nd	News about Student's Achievement, Runner up of MC in Ambon
23rd	News about Student's Achievement, Third place of Story Telling in Bandung
24th - 25th	Brochure of Language Department and Study Programs
26th	New Student Admission Estimation
27th	Academic Calendar

28th	New Normal Alert Content
	News about Online Class and Public Relation Practitioner Lecture
29th	News about Online PKKMB
	News about LEDSA's Online Event
30th	Did You Know Content

An E-Bulletin of Language Department of State Polytechnic of Bengkalis

The process design of the e-bulletin has been given in chapter III. However, the design of this ve-bulletin was made step by step. This e-bulletin contains 30 pages of information about Language Department, Study Programs, Alumni, Student Achievements, Brochures, Academic Calender, and some interesting News about Language Department. The result was described in table above.
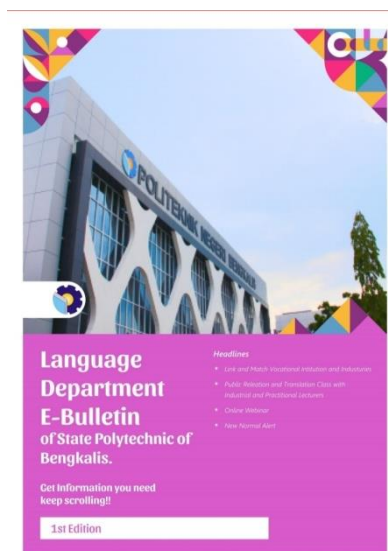

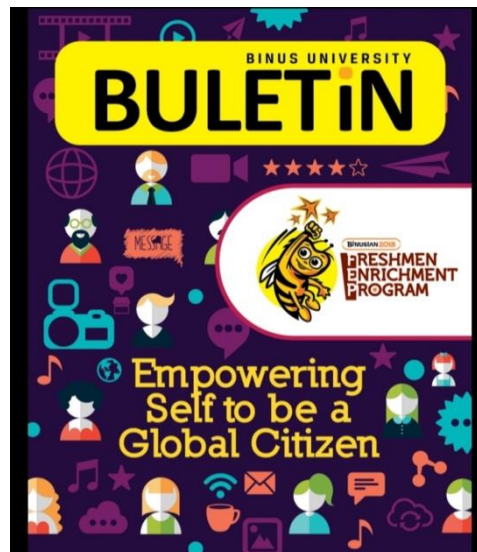Figure 4.1 Cover of E-Bulletin of Language Department

Related Product

There are many products about e-bulletin of campus or university. One of e-bulletin about campus is made by IAIN Pekalongan which the name of e-bulletin is "LPM Al-Mizan (LembagaPersMahasiswa)".

Source: lpmalmizan.com

Figure 4.2 E-bulletin of IAIN Pekalongan

The second related product is e-bulletin of BINUS University.

Source: binus.ac.id

Figure 4.3 E-bulletin of BINUS University

The differences amonge-bulletin of IAIN Pekalongan, e-bulletin of BINUS University, and e-bulletin about Language Department of State Polytechnic of Bengkalis are the content of e-bulletin. While the previous products are focused on introduction of the whole campus, the e-bulletin about Language Department of State Polytechnic of Bengkalis only focused on profile of Language Department only in more specific way.

5. CONCLUSION AND SUGGESTION

Conclusions

This study focused to explain the process of making e-bulletin of Language Department of State Polytechnic of Bengkalis. There were several processes that had been conducted in making this product started from collecting data and providing materials, writing the narration, and editing processs. This e-bulletin contains some explanations, such as the history, the personal data of Head Language Department, Study Programs, alumni, students' achievement, academic calendar, and some updating news about Language Department. It explained in 31 pages total.

Suggestions

Suggestions for State Polytechnic of Bengkalis and Language Department and Society
It is suggested for State Polytechnic of Bengkalis and Language Department to read and use this e-bulletin as one of promotional items to promote its institution and department. It is recommended for society to read this e-bulletin to help people and prospective students to get information about Language Department of State Polytechnic of Bengkalis. Therefore, people can get attracted to continue their study to State Polytechnic of Bengkalis.

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