

ABSTRACT

Dalam tugas akhir ini tujuan penulis adalah untuk mengetahui bagaimana pembuatan brosur dalam bahasa Inggris yang dapat menarik perhatian pembacanya yang digunakan untuk mempromosikan produk *Mechanical Seal* di CV. Tjin Bho. Penulis memilih topik ini karena ingin mengetahui seberapa besar peranan brosur dalam mempromosikan suatu produk sekaligus mengangkat citra perusahaan yang bersangkutan sehingga perlu dilakukan penelitian lebih lanjut untuk mengetahui pendapat serta respon konsumen terhadap brosur yang dibuat oleh CV. Tjin Bho.

Penelitian dilakukan dengan mendistribusikan kuesioner kepada konsumen dari Cv. Tjin Bho di Bandung pada tanggal 20 November tahun 2006 dengan jumlah responden sebanyak 24 orang.

Hasil dari penelitian ini menyimpulkan bahwa penulisan brosur membutuhkan keahlian menulis khusus yang bersifat persuasif dan informatif sehingga tujuan utama dari pembuatan brosur dapat tercapai yaitu menimbulkan minat beli konsumen.

Statement of Originality

I hereby sincerely and truthfully declare that this term paper contain no parts that are taken from other people's works, except those mentioned in the quotations and the bibliography as is proper for a scientific term-paper.

Bandung, 3rd December, 2006

the present writer,

Joni

PREFACE

This term-paper is submitted to the DIII English Programme in the faculty of Letters, Maranatha Christian University, as a partial fulfillment for the final assessment in the DIII English Programme. It also puts into practice the knowledge of English I have acquired during study in this programme.

I intend to analyze how English is being used in making brochures and the purpose of using English in it.

I would like to express my sincere gratitude to :

1. The Lord, who has given the strength and the ability to complete my study.
2. Mr. Jusak Supardjan as my supervisor, for his guidance, advice, valuable time, and supports which is very helpful for me while working on this term-paper.
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4. My parents, for their financial and moral supports.
5. All the lectures at DIII English Programme who have given me a great deal of knowledge.

6. All customers of CV. Tjin Bho for their information by filling the questionnaire.

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