

**DEVELOPING ENGLISH FOR MARKETING  
BILINGUAL HANDBOOK FOR PT. PRPP JAWA  
TENGAH PERSERODA**



**FINAL ASSIGNMENT**  
A Partial Fulfilment of the Requirements for the Applied Foreign  
Language Bachelor Degree

by

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2024**

## STATEMENT OF ORIGINALITY

This is to certify that thesis definitely my original work. I am completely responsible for the content of this thesis. Other writers; opinion or finding included in this project are quoted or cited in accordance with ethnical standard. I understand the full consequences if I took somebody else's ideas, phrases, or sentences without proper references.

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**APPROVAL SHEET**  
**A FINAL ASSIGNMENT**

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## ACKNOWLEDGEMENT

First and foremost, deepest gratitude to God almighty whose guidance and blessings have been the researcher's constant source of strength throughout the development of "English for Marketing" bilingual handbook. It is by His grace that the researcher has been able to overcome the challenges and remain steadfast in the pursuit of knowledge. For the wisdom, patience, and perseverance through every stage of this work, the researcher is truly thankful.

This Final Project, which fulfilled the requirements for the researcher's applied bachelor's degree, could not have been completed without the support of numerous individuals. Heartfelt appreciation be given to the following:

1. Lenggahing Asri Dwi Eko Saputri, S.Pd., M.Pd., as the supervisor, offering invaluable guidance and unwavering support throughout the course of the project.
2. Sriwahyu Istana Trahutami, S.S., M.Hum., Head of the Applied Foreign Language Study Program, for her continuous encouragement and assistance.
3. Prof. Dr. Ir. Budiyo, M.Si., Dean of the Vocational College at Diponegoro University, for his leadership and ongoing support.
4. Dearest family, Ayah Fatchi, Ayah Widi, Ibu, and Nala for their unwavering support and unconditional love throughout this process.
5. All staff of PT. PRPP Jawa Tengah Perseroda, for providing me with the opportunity to carry out this research and gain valuable practical experience.
6. Aya and Alin, as the researcher's greatest source of encouragement and inspiration, their belief in researcher's abilities has been the driving force behind her achievements.
7. Tika, Bebi, Fira, Dilla, researcher's dearest friends, who have been a tremendous source of comfort and encouragement.
8. Ghiska, Acha, Nanda, Bayu, Patrick, for their constant support, whether through their helps, words of encouragement, thoughtful advice, or simply

their presence, has made an immeasurable difference in helping researcher to complete this study.

To all those acknowledged and to others who have contributed in various ways, the researcher extends profound gratitude. Their unwavering support, belief in the success of this project, and encouragement throughout this journey have been invaluable. This work stands as a reflection of their guidance, dedication, and the inspiration they have provided. The researcher is deeply grateful for their contributions, which have made this accomplishment possible.

Semarang, 5 September 2024

A handwritten signature in black ink, appearing to read 'Sofiana Kurnia Dewi', with a stylized, cursive script.

Sofiana Kurnia Dewi

## **ABSTRACT**

The Marketing Division is responsible for promoting and selling services to both domestic and international clients at PT. PRPP Jawa Tengah Perseroda. This division requires frequent communication with clients, making strong communication skills essential for the staff, particularly in English, which is the international language. However, it has been observed that the Marketing Division staff at PT. PRPP Jawa Tengah Perseroda lack proficiency in English communication, primarily because there was no specific training, and there is no handbook available to help staff improve their English skills. To address this issue, a bilingual handbook can be developed to enhance the English communication abilities of the Marketing Division staff at PT. PRPP Jawa Tengah Perseroda. This study aims to identify the need for such a handbook and describe the process of creating it. The research method used is Research and Development (R&D). A Likert-scale questionnaire was administered to 18 respondents to evaluate the content, audiovisual, and linguistic aspects of the handbook. The assessment results indicated that all respondents strongly agreed with the statements in the evaluated aspects, meaning the handbook successfully help the marketing staff to perform sales in English.

**Keywords:** Marketing, PT. PRPP Jawa Tengah Perseroda, Bilingual Handbook

## **ABSTRAK**

Divisi Pemasaran bertanggung jawab untuk mempromosikan layanan kepada klien domestik dan internasional di PT. PRPP Jawa Tengah Perseroda. Divisi ini sering berkomunikasi dengan klien, sehingga keterampilan komunikasi yang baik sangat penting bagi para staff, terutama dalam bahasa Inggris yang merupakan bahasa internasional. Namun, diketahui bahwa staf Divisi Pemasaran di PT. PRPP Jawa Tengah Perseroda kurang mahir berkomunikasi dalam bahasa Inggris, karena tidak adanya pelatihan dan buku panduan untuk membantu staf meningkatkan kemampuan bahasa Inggris mereka. Untuk mengatasi masalah ini, pengembangan buku panduan bilingual dapat menjadi solusi untuk meningkatkan kemampuan komunikasi bahasa Inggris staff Divisi Pemasaran di PT. PRPP Jawa Tengah Perseroda. Penelitian ini bertujuan untuk mengidentifikasi kebutuhan buku panduan tersebut dan menjelaskan proses pembuatannya. Metode penelitian yang digunakan adalah Research and Development (R&D). Kuesioner skala Likert diberikan kepada 18 responden untuk menilai aspek konten, audiovisual, dan linguistik dari buku panduan tersebut. Hasil penilaian menunjukkan bahwa semua responden sangat setuju dengan pernyataan yang ada dalam aspek-aspek yang dievaluasi. Hal ini menunjukkan keberhasilan handbook membantu staff marketing melakukan sales dalam bahasa Inggris.

Kata Kunci: Pemasaran, PT. PRPP Jawa Tengah Perseroda, Buku Panduan Bilingual

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