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Title	: Creating Bilingual E-brochure for Public Service at the Department of Social Affairs and Community and Village Empowerment Banyumas
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SUMMARY

This job training report is entitled “Creating the Bilingual E-brochure for Public Service at the Department of Social Affairs and Community and Village Empowerment”. This job training report was conducted from August 13 to December 31, 2024, at the Department of Social Affairs and Community and Village Empowerment Banyumas. Persistent misunderstandings regarding departmental services highlight the need for greater community involvement to improve communication effectiveness and ensure optimal access to social affairs and village empowerment programs. The main purpose is to create an informational e-brochure based on public service and information available for promotion to the community. The author chooses e-brochures as a promotional tool due to their ease of updates, accessibility, and cost-effectiveness, in contrast to traditional printed brochures, which present challenges and have negative environmental impacts.

There are three methods used in creating an e-brochure, namely, observation, interview, and documentation. Based on the observation the author gained insight into the quality and effectiveness of public services at the Department of Social and Community and Village Empowerment, aiding in creating an effective e-brochure. In the interview, the author raises various questions regarding public services and the procedures for creating e-brochures and printed brochures as media for the widespread distribution of information. In the documentation method the author collected archive and photos for visual support in the e-brochure.

The author faced three main challenges: time management issues due to overlapping deadlines, limited time for public relations staff to coordinate information, and a lack of experience using Canva. To overcome this challenges, flexible scheduling, searching for design references and enhancing Canva skills through self-exploration and online tutorials were implemented. The solution allows the author to gather information and edit the brochure efficiently.

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RINGKASAN

Laporan praktik kerja ini berjudul “Creating Bilingual E-brochure for Public Service at The Department Social Affairs and Community and Village Empowerment Banyumas”. Praktek kerja ini dilaksanakan pada tanggal 13 Agustus hingga 31 Desember 2024 di Dinsospermasdes Banyumas. Studi ini menekankan pentingnya layanan departemen dalam meningkatkan efisiensi komunikasi dan mendorong tindakan optimal kepada masyarakat dan komunitas. Tujuannya adalah untuk membuat brosur informatif berdasarkan layanan publik dan informasi untuk promosi, membedakannya dari brosur tradisional yang menyebabkan ketegangan dan kerusakan lingkungan.

Terdapat tiga metode yang digunakan dalam membuat e-brosur yaitu observasi, wawancara, dan dokumentasi. Berdasarkan observasi penulis wawasan tentang kualitas dan efektivitas pelayanan publik di Dinas Sosial dan Pemberdayaan Masyarakat dan Desa, membantu menciptakan e-brochure yang efektif. Dalam wawancara, penulis mengajukan berbagai pertanyaan mengenai layanan publik dan prosedur yang terlibat dalam pembuatan e-brosur dan brosur sebagai media yang diperlukan untuk penyebaran informasi yang luas. Dalam metode dokumentasi penulis mengumpulkan arsip dan foto untuk pendukung visual dalam e-brochure.

Penulis menghadapi tiga tantangan utama: manajemen waktu, keterbatasan koordinasi dari staf humas, dan kurangnya pengalaman menggunakan Canva. Untuk mengatasinya, diterapkan penjadwalan fleksibel, pencarian referensi desain, serta pengembangan keterampilan Canva melalui penelusuran mandiri dan tutorial daring. Solusi tersebut memungkinkan penulis untuk mengumpulkan informasi dan mengedit brosur secara efisien.