

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

The internship at Cilacap Immigration Office has provided the author with valuable insights and professional experience, particularly in the field of public information services. The Immigration Office, as a technical executing unit under the Directorate General of Immigration, plays a critical role in ensuring national security and supporting cross-border mobility through transparent and accountable services and effectiveness of work is a fundamental element in ensuring satisfaction with the service.

Throughout the internship, there was many real challenges, especially in terms of time management due to public holidays and task balancing. Despite those limitations, the final product a requirement brochure in English was successfully completed. This brochure is intended to help foreign nationals better understand and access immigration services such as stay permits, visa processes, and exit-entry documentation. This product not only enhances the availability of information for international visitors but also supports the Cilacap Immigration Office's mission of delivering excellent and accessible services to a wider audience.

B. Suggestion

For future students or interns who plan to create similar brochures or digital information products, the following suggestions may be helpful:

The process of developing a brochure begins with a clear definition of the target audience and the main message to be delivered. Understanding the reader's needs provides a strong foundation in determining the appropriate tone, language, and design. Once this is established, it is necessary to develop and explore multiple ideas through brainstorming, as each concept has the potential to evolve into a meaningful design. The selection of the right design tool is also a crucial step, with platforms such as Canva offering both flexibility and practicality to support the creation of an effective brochure.

Furthermore, consultation with experienced individuals plays an important role in ensuring the quality and accuracy of the brochure. Input from mentors or staff with expertise in communication and design can help identify areas for improvement and prevent possible errors. In addition, effective time management is essential, particularly within the limited duration of an internship program. Careful planning and scheduling will ensure that office responsibilities are completed while the brochure project is also finished on time and to the expected standard.