

**THE ROLE OF EFFECTIVE COMMUNICATION OF THE
PROMOTIONAL POSTER FACULTY OF LETTERS
UNIVERSITAS KRISTEN INDONESIA**

PROJECT PAPER



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1822130016

ENGLISH LANGUAGE PROGRAM OF DIPLOMA THREE

FACULTY OF LETTERS

UNIVERSITAS KRISTEN INDONESIA

JAKARTA

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THE PROMOTIONAL POSTER FACULTY OF LETTERS
UNIVERSITAS KRISTEN INDONESIA**

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Presented to Submitted to the Faculty of Letters Universitas Kristen
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Language Program of Diploma Three

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ENGLISH LANGUAGE PROGRAM OF DIPLOMA THREE

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DECLARATION OF THE ORIGINALITY OF THIS WORK

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Do declare that this Project Paper which I have written is my own work; it is not the work or thinking of other people which I have taken and declared as my own work. In the future, if it is proven that in writing this Project Paper I have copied or plagiarized the work of others, I am ready to accept sanctions that have been determined for that behavior.

Jakarta, July 9th 2021

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DEFENSE APPROVAL SHEET

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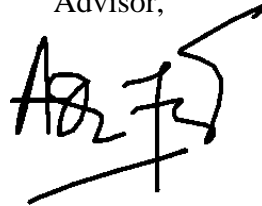
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Has been approved by the advisor at Faculty of Letters Universitas Kristen
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1. Susanne A.H. Sitohang, S.S., M.A., as the Dean of the Faculty of Letters at the Universitas Kristen Indonesia.
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In the preparation of this report, of course, there are still many shortcomings, errors and mistakes due to the limited ability of the author. Finally, I hope that God Almighty is pleased to repay all the kindness of all those who have helped in the completion of this paper. Hopefully this paper will be useful for the readers.

Jakarta, July 9th 2021



Jovi Honnest Fedron

ABSTRAK

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Program Studi : Bahasa Inggris
Judul : *The Role of Effective Communication of Promotional Posters for the Faculty of Letters of the Universitas Kristen Indonesia.*
Pembimbing : Gunawan Tambunsaribu, M.Sas

Pentingnya pemahaman tentang “Peran Komunikasi Efektif Poster Promosi Fakultas Sastra Universitas Kristen Indonesia” sangat penting karena dalam membuat poster, isinya harus mudah dipahami oleh pembaca dan memuat konten yang menarik mulai dari warna, Background, serta font tertulis. Pendekatan pendekatan yang memberi penekanan kuat pada observasi mendalam. hasil, pendekatan analisis kualitatif dapat mengarah pada pemeriksaan fenomena yang lebih menyeluruh. Dalam pembuatan flyer, pasti diperlukan komunikasi yang baik agar pesan dapat tersampaikan kepada pembaca. Peran komunikasi efektif sangat penting oleh karena itu penulis berusaha menerapkannya. Materi yang harus dikemas dalam poster juga harus diperhatikan dengan matang agar menarik dibaca. Mengingat banyaknya tugas desain, poster merupakan salah satu aspek terpenting dalam promosi, khususnya di Fakultas Sastra Universitas Kristen Indonesia. Karena poster dikemas dengan komunikasi yang efektif dan persuasif, masyarakat cenderung terlibat dan tertarik untuk mendaftar karena poster yang menarik. Perlunya meningkatkan keterampilan membuat poster yang ditampilkan harus menarik dan mampu pembaca untuk mengenal lebih mengenal topik yang akan datang.

Kata kunci: Efektif, Persuasif, Komunikasi, Poster, Desain

ABSTRACT

Name : Jovi Honnest Fedron
Study Program : English Language
Title : The Role of Effective Communication of
Promotional Posters for the Faculty of Letters of
the Universitas Kristen Indonesia
Advisor : Gunawan Tambunsaribu, M.Sas

The importance of understanding "The Role of Effective Communication of Promotional Posters for the Faculty of Letters of Universitas Kristen Indonesia." is critical because when creating posters, the content must be easily digestible by readers and contain interesting content ranging from colors, backgrounds, and written fonts. Qualitative approaches are those that place a strong emphasis on in-depth observation. As a result, qualitative analysis approaches may lead to a more thorough examination of a phenomenon. In making flyers, it is necessary to have good communication to convey messages to readers. The role of effective communication is crucial; therefore, the author tries to apply it. The material that must be packaged in the poster must also be carefully considered in order to be enjoyable to read. Given the numerous design assignments, posters are one of the most important aspects of promotion, especially at the Universitas Kristen Indonesia's Faculty of Letters. Since the poster is packaged with effective and persuasive communication, the public is more likely to be involved in registering with an appealing poster. The need to improve poster-making skills because the posters that are shown must be appealing and able to entice readers to learn more about the topic being promoted.

Key words: Effective, Persuasive, Communication, Poster, Designers

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