

A Brochure For ABC Christian Elementary School

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Abstract: Promotional tools are crucial in helping a company to promote them. Brochure is what ABC Christian Elementary School need right now to help them promote their school during the open house and education fair. ABC Christian Elementary School's target market are middle upper class people. They do not have brochure for their elementary school and this has created problems during the education fair and open house. Therefore, I make them a brochure in Indonesian and English version as effective and informative promotion tools. This way the school can attract more potential customers to join the school.

Keywords: promotion tools, brochure, elementary school

All companies need promotion tools to promote their company. ABC Christian Elementary School is one of them. During my internship, I saw that there were some problems in ABC Christian Elementary School. I did my internship at ABC Christian Elementary School for 100 hours from September 2017 to November 2017. ABC Christian School started from the awareness of the need for christian service in the field of education, so the Christian Church began a formal educational institution. The first new school year is at ABC church building in central Surabaya. The first stage was Kindergarten and Elementary school, first grade. In 1996, ABC Christian School was established in West Surabaya area. They have kindergarten until senior high school. In 2002, the senior high school moved to a new building in west Surabaya. In 2008, ABC Christian School expanded into East Surabaya.

ABC Christian School has three branches, In Central Surabaya, West Surabaya and East Surabaya. They have three playgroups, three kindergartens, three elementary schools, two junior high schools (West and East Surabaya), and two senior high schools (West and East Surabaya). I did my internship in ABC elementary school west Surabaya.

ABC's main target market is Christian students, because they teach their students with Christian values. ABC's core value is Godliness, Long-life learning, Obedience, Responsibility, Integrity, Adaptability. ABC school for all stages have a website but the content is not up to date. They usually post a photo twice a day on their Instagram. Also, they have a Facebook account that is up to date everyday. ABC Elementary School uses Indonesian as their main language. However, some subject uses English, such as Math and English. Moreover, they teach "math" using English and "matematika" using Indonesian. ABC elementary school main target is Christian students because they are teaching based on Christian values. Based on my Internship, ABC's main target is also people who are in the middle to upper class, because their school fee quite high and they have small classes to make students more concentrate in the class

During my internship, I found that there were four problems. Three of them are administrative problems that I do not have any authority to take part to solve the problems. The last problem that I found in ABC is their lack of promotion tools which is they do not have any specific promotion tools for their elementary. They only have one kind of brochure that covers all stages (kindergarten, elementary, junior high and senior high).

The problem that I would like to solve is the last problem, that is ABC Christian Elementary School did not have any promotion tool for an open house and education fair in elementary school. I make a brochure for ABC Christian Elementary School in Indonesian and English versions. If there was not any brochure or any other promotional tools, the teacher or staff would be busy answering the same questions from parents.

The purpose of this project is making promotional tool in a form of brochure for ABC Christian Elementary School. I make this brochure because ABC Christian Elementary School does not have any promotional tool. I make a brochure for them and to help ABC Christian Elementary School to promote their school during the open house and education fair. It can help the staff and teacher in giving information to the parents.

There are several benefits that ABC Christian Elementary School will get. First, when this brochure is spreaded in the education fair and open house, people can get enough information from it. Second, it will reduce the number of people who ask for the same question to the teacher or staff who give the brochure. Third, the English version will also help ABC Christian Elementary School to get attention from the parents who their children are from International kindergarten that is hard to speak or read in Indonesian. And last, this brochure will become the parents' guide if they want to re-read at home.

METHODS:

First, I will define what promotion tools are. According to Oxford dictionary "promotion is an activities done in order to increase the sales of a product or service; a set of advertisements for a particular product or service" while tools means "a thing that helps you to do your job or achieve something". From those definition I can conclude that promotion tool is that some device to increase the sales of a product or service.

There are two types of promotion tools. The first tool is printed media. For example like flyer; poster; booklet; brochure; billboard; and many more. There is also an electronic media. For example promotion video, website, television, radio, and etc. In order to solve ABC Christian Elementary School's problem, I choose brochure as the promotion tools because I think brochure is the best promotion tools that ABC Elementary School need right now.

I choose brochure as ABC Christian Elementary School promotion tool. So, I will explain the definition of brochure itself. According to Doug Newsom and Jim Haynes (2008, p.364) "brochure used in its sense, it signifies a printed piece of six or more pages, published only once and distributed to special public for a single purpose". And according to Oxford Dictionary "a small magazine or book containing a pictures and information about something and advertising something". From those definition I can conclude that brochure is just a few pages of information to advertise something and is published only once to make it updated.

To make an interesting brochure we should not put many words in there. According to Val Adkins (1994, p.6). "Do not use more words than you must, but use words that will grab your readers' attention". So, I can conclude that I should not put too many words that will make parents feel lazy to read that brochure because too much. But, by putting a few words or sentences will make parents understand easily what ABC Christian Elementary School is.

There are some few factors to make a good brochure. According to Doug Newsom and Jim Haynes, (2008, p.364) there are six common elements of brochure such as:

1. Message statements are singular
2. They attempt, to persuade, inform and/or educate
3. They are published only once, but multiple printings of some are common, with or without updates
4. They must attract and hold their own public
5. They are their own delivery system
6. They must have clear writing and be visually attractive

I choose printed brochure as ABC's promotional tool. First, it is because ABC Christian Elementary School does not have any printed brochure. They have printed brochure but it is for all level (Kindergarten, Elementary, Junior high, and Senior High). Second, printed brochure is easier to distribute during the open house and education fair. People who get this printed brochure can keep the brochure in their bag and re-read again while they are at home. Or maybe they can share this brochure to their relatives. Third, this printed brochure is also cheaper than other printed promotion tools like booklet and catalogue. Maybe some people say that booklet and catalogue are better in giving information. Therefore, printed brochure is the best promotional tool for ABC Christian Elementary School. And fourth According to Eldridge, printed material is effectively communicated their message to their intended audience.

There is some quote from Jewler and Drewniany (2005,p.148), “Good design makes information easier to remember. Good design emphasizes the most compelling information”. By making the brochure in an interesting design will make parents easy to remember the content of the brochure. Interesting part here can be from the color, headlines, organize the brochure, placing the picture etc. If the color is suitable with the ABC Christian Elementary School like their main color are blue and white. It will make the parents easier to notice it. Headlines can make parents easier to find what things they want to know. The most important thing that school wants to show.

According to Doug Newsom and Jim Haynes (2008; p.372), there are five elements of designing brochure:

- a) Format
- b) Type
- c) Paper
- d) Space
- e) Color

In conclusion, a good brochure should have a right format, paper, type, space, and color. It also should be persuade and inform the readers. By reading the brochure, the readers will interested more in knowing more about the product. A good brochure also should not have too much word in it. To make it clear and the readers not lazy to read the brochure. From those theories, I implemented all the theory above in making brochure for ABC Christian Elementary School.

ANALYSIS AND SOLUTION

Promotional tools are crucial in helping a company or school to promote them. Brochure is what ABC Christian Elementary School need right now to help them during the open house and education fair. Because they have difficulties in explaining the school when its crowded. In order to solve the problem, brochure is the best solution. The staff and the teachers’ difficulties in explaining about their school to the parents will be solved. ABC Christian

The product that I make for solve the problem is a brochure for ABC Christian Elementary School. The purpose of making this brochure is because ABC Christian Elementary School do not have any promotional tool when they have open house and education fair. So, the teacher and staff need to explain the same answer for the parents’ question. Therefore, in this brochure I put the information about ABC Christian Elementary School and the newest photo that they can distribute to people who go passing their table while in the education fair and open house. This brochure will consist of six pages. The information that will be put in the brochure are the reason of choosing ABC Christian Elementary School, their core values, the school schedule, activities, students’ achievements, facilities, and their partnerships.

The target market of this brochure are parents who are in the middle upper class who have children in the Elementary level. It could be students who will enter the first grade or will move to ABC Christian Elementary School. They can see the building through the photos that will be put in the brochure. It will make the parents easily imagine the building and the facilities that ABC Christian Elementary School provides; not only the building and facilities, but also their activities, such as seminars, field trip, social service, etc. They could also see ABC Christian Elementary School’s achievements through the lists.

The main purpose of this brochure is when there is an education fair and open house, parents will get enough information from the brochure. So, parents do not need to ask the staff or teacher for the same information that parents usually ask, for example the facilities, activities, school schedule, etc. This way, parents can see what kind of support, facilities, and programs that ABC Christian Elementary School provides. It also reduces the staffs who will be on standby in the education fair because there will be fewer parents asking the question after they read the brochure.

First before I get the data of ABC Christian Elementary School, I came to the Principle to ask for a permission whether I could make a promotional tool for them or not. Then, the principle allowed me to make a promotional tool for them and she suggested to me to make a brochure. This was because they did not have any promotional tool for education fair and open house. Then I asked the data from the school’s staff. They helped to provide me the photos of the activities, facilities, and some new achievements. The principle from the ABC Christian Elementary School

checked the content and the design of the brochure. Next, I asked the principle what else they wanted to add to the brochure. With this procedure, they are also satisfied with the brochure.

There are some reasons why I do not choose other promotional tools. I do not choose website as their promotional tool because based on informal conversation with some parents, most older people like the printed paper more rather than the digital information from their computer or phone even though nowadays people tend to use the online things. Sometimes, if people could realize, people like to read or watch the printed form rather than in the phone. Also, while in the education fair and open house, it is impossible for the staff or teacher to ask the parents to open the website there. I do not choose booklet or catalogue because it has many pages. It is true that with many pages means the information that they give can be more complete. However, if brochure can include all the information, ABC Christian Elementary School does not need catalogue or booklet. It will also cost more. I do not choose flyer because flyer just a piece of paper. When this flyer is distributed, people usually just take it and then throw it away. Sometimes people would also just fold it and throw it. Only a few people read the flyer. Flyer also will not give enough information about the school as flyer is usually for an event. That is why I do not choose flyer. So, brochure is the best promotion tool in the education fair and open house.

Related to the the six elementss of brochure (Newsom and Heynes, 2008), I will show that I already applied the six elements in my brochure. The first is “message statement is singular”. It is shown in front of the brochure that this brochure is for ABC Christian Elementary School west surabaya, not for other levels and other branches. Second, “they attempt, to persuade, inform and/or educate”. It is shown in the brochure that the color is not just blue and white, but there is also pink to make it attractive. Third is “they are published only once”. Yes, it will be published only once to make it up to date. It is because I put achievement in the brochure. Fourth, “they must attract and hold their own public”. It means that the brochure must be attractive. There are more than one color. It can make people attracted to look at this brochure. “Fifth, they are their own delivery system”. This brochure should be informative so parents do not need to ask the staff about the basic information. They will understand what is inside the brochure. And the last is “they must have clear writing and be visually attractive”. The writing must be clear. It means that the font of the brochure can be easy to read, like it is not too small and too thin for older people.

The first thing that I put inside the brochure is ”Why ABC Christian Elementary School?”. In here I put four reasons why people should choose ABC Christian Elementary School and their uniqueness because I think many parents want to know what the strength of ABC Christian Elementary School is.

- “1. Spiritual cultivation is given through reading the bible every morning and weekly service”.
- “2. We give a leadership training and character formation in collaboration of Boys’ Brigade and Girls’ Brigade”.
- “3. We Provide lunch together to educate the students’ value of togetherness and discipline”.
- “4. Each class is managed by a teacher, with a maximum of 24 students/ class”.

The second thing that I put inside the brochure is the school schedule because there are many parents asking the school’s schedule, like what time the students will enter the school and what time the students will go home. Each grade will be different, but each year they have the same schedule. When it changes because of some condition, for example in midterm or final exam, the teacher will inform it in the agenda that each student will have

The third thing that I put inside the brochure is the activities that ABC Christian Elementary School does every year. They usually have field trip every semester, like going to a company or a supermarket. Their second activity is social service every semester when Eid Al Fitri comes, students usually bring groceries (rice, sugar, cooking oil, etc) or used clothes and give them to the people around the school who are less fortunate. The other activity is seminar. It is usually for grade 4-6 and mostly about the danger of smoking or using drugs, to educate the students. The speaker that is provided is usually the expert. I put these activities because parents usually want to know about what their children will do in the school while they are not in the classroom.

The fourth thing is their facilities, such as a classroom with maximum 24 students, indoor field, playground, library, canteen, and auditorium. There are also many other facilities in there, but I think the most important in that school is those five facilities. What parents want to see is the main

facilities where the students will always be. However, parents can still see that ABC Christian Elementary School is clean and green for their children to grow.

The fifth things that I will put in the brochure is their recent achievements. It makes the parents considering if ABC is good enough for their children or if maybe their children can develop themselves in ABC Christian Elementary School. There will be three latest competitions that the students' achieve. I just put three achievements because if it is too much, the parents will be bored and the brochure will have too many words as in the achievement, I put the name of the students, the competitions, and the year of that competition.

The design of the brochure will be a gatefold. I choose gatefold because it is very rare that a school use a gatefold. Most of the school use Accordion fold, that means a zigzag fold or a letterfold. According to Val Adkins (1994, P.21) "Gatefold, the ends of the piece are folded to meet in the middle, forming a 'gate' that opens to- I would hope- a massively exciting piece of information or illustration". So, when this brochure is distributed to people, they can see how interesting the brochure is when they open it.

This is the specification of the brochure. First, The size of this brochure when it is open is 29cm X 16cm. While it is close, it is 14.5cm X 16cm. Second, the paper that I use for this brochure is Art paper 210 gram. I choose this thickness because if it is too thin, the paper will be easily torn and fell back. Because this is a gatefold, the quality of the paper must be quite thick. If the paper is too thick, I am afraid that the white line of the fold will be visible. It will not look good enough

ABC Christian School's main color is blue and white. Then, I choose blue and white as the base color of the brochure. If I put another color to this brochure, I am afraid that people will wrongly notice this brochure as ABC Christian School. In the brochure I will mostly use navy blue, because in their last design of calender, they use navy blue. So, as I do not want my brochure to get mistaken by people, I use navy blue. There will be another color in this brochure, which is pink. I choose pink because it is a contrast with blue. It can make this brochure more light up with this a little bit of pink in the brochure.at the back of the brochure. There is also instagram, website, and facebook account. Beside the words "instagram, website, and facebook", there are a logo for each social media.

In the facilities, the design is also a zig-zag. It is just to make some variants on the brochure so that this brochure is not too rigid because there are many of square and rectangle grids. In the Indonesian version, there are some words in there that are in English. For example "indoor field" in Indonesian version is written as "lapangan indoor". It is a mix of Indonesian language and English language because "indoor" is a common word.

There is the activities of the students. The "activities" word is in pink color. The reason I choose pink is because the size of this word is not too big like the other headlines. So, to make it easy for parents to notice, I put the different color. Actually I want to put Boys and Girls' brigade activities, but there are some conditions that I cannot put the picture there because first, ABC Christian Elementary School do not have any good photos of this activities.

Last is I put the school schedule on the top of the brochure and between "why ABC" and "facilities". It is because there is no place available for the school schedule. If I put it in the bottom of the brochure, parents will have a hard time to find the school schedule as this school schedule is important for some parents.

CONCLUSION

For my final project, I decided to make a brochure for ABC Christian Elementary School, an school where I did my internship. There is no promotion tools. However, ABC Christian Elementary school asked me to solve the last problem, that is make a promotion tool. After I discussed with the principle of ABC Christian Elementary School, they allowed me to work on this project. They suggest me to make a brochure as the promotion tool because their staff cannot handle all the parents' question about ABC Elementary School while the education fair and open house. As the result a brochure will be their new promotional tool to help ABC Christian Elementary School. I will make 2 kind of brochure, in English version to attract parents who have children in the International school. And in Indonesian version, because this is a national school and people will easier to read in Indonesian version.

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