

THE MAKING OF AN INFORMATIONAL BOOK ABOUT STATE POLYTECHNIC OF BENGKALIS

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Abstract: *The availability of accurate and accessible institutional information is essential for enhancing public awareness and promoting higher education institution. This study aimed to develop an information book on State Polytechnic of Bengkalis through a systematic design and validation process to produce an accurate, attractive, and informative publication. The study employed a descriptive research design, involving systematic data collection, product development, and evaluation. Data were gathered from institutional documents, official records, and supporting materials related to the institution's history, study programs, facilities, and career prospects. The collected information was then organized into a visually appealing and reader-friendly bilingual layout in Indonesian and English. The draft product was reviewed and revised based on expert and user feedback to ensure content accuracy, clarity, and suitability for publication. The final product consists of 40 pages and serves as a practical informational medium that provides a complete overview of Bengkalis State Polytechnic. To enhance accessibility, the book is expected to be distributed in selected public libraries in Bengkalis and Riau, thereby supporting wider dissemination of accurate and comprehensive information about the institution*

Keywords: *Informational, Book, State, Polytechnic, Bengkalis.*

INTRODUCTION

Higher education institutions play a strategic role in developing skilled human resources and supporting regional and national development through education, research, and

community engagement. As a vocational higher education institution, Politeknik Negeri Bengkalis (Polbeng) is committed to producing graduates who possess professional competencies aligned with industry demands.

Established in 2000 and officially granted state university status in 2011, Polbeng has evolved into a prominent vocational institution in Riau Province, offering a wide range of diploma and applied bachelor programs in engineering, business, information technology, maritime, and language studies. Its educational approach emphasizes practical skills, industry relevance, and applied learning experiences to prepare graduates for the national and international labor markets.

In pursuing its vision of becoming a leading vocational higher education institution with national and international standards, Polbeng continuously enhances the quality of its academic programs, applied research, community service, and industry partnerships. Furthermore, Polbeng promotes collaboration with national and international stakeholders to strengthen the implementation of the Tri Dharma of Higher Education. Despite its achievements and growing reputation in Bengkalis Regency and surrounding areas, public awareness of Polbeng remains uneven, particularly among communities located in remote regions and outside Bengkalis Island.

Geographical constraints and unequal access to digital technology may limit the dissemination of information regarding the institution's academic programs, facilities, achievements, and educational opportunities. As a result, prospective students, parents, and other stakeholders may have insufficient knowledge about Polbeng, which can affect the institution's visibility and outreach efforts.

One effective strategy for disseminating institutional information is through the development of an informational book. An informational book is a non-fiction publication that presents factual, accurate, and systematically organized information about a specific topic, institution, event, or phenomenon. Unlike fictional texts, informational books are designed primarily to inform, educate, and provide readers with reliable knowledge based on verifiable data and evidence (Duke & Bennett-Armistead, 2003). Such books commonly include descriptions, explanations, historical accounts, statistical information, visual elements, and supporting documentation that help readers gain a comprehensive understanding of the subject matter.

The significance of informational books extends beyond their function as repositories of information. Informational books serve as important educational and communication tools that facilitate knowledge dissemination, support lifelong learning, and increase public awareness of organizations and institutions. In the context of higher education promotion, informational books can effectively communicate institutional identity, academic offerings, facilities, achievements, and future opportunities to diverse audiences. Moreover, printed informational materials remain highly relevant, particularly in regions where internet connectivity is limited or inconsistent.

Considering the need to improve public awareness of Polbeng and the effectiveness of print-based information dissemination, the development of an informational book is considered a strategic initiative. The book is designed to provide comprehensive information regarding the history, vision and mission, academic programs, campus facilities, student activities, achievements, and career prospects available at Polbeng.

Furthermore, the book is prepared in both Indonesian and English to accommodate local communities as well as international visitors. By distributing the book through public libraries and other accessible locations in Bengkalis Regency and Riau Province, information about Polbeng can reach a broader audience, including individuals who face challenges in accessing online resources.

Although informational books have been widely used as educational and promotional media, most existing studies focus on cultural and community-based topics rather than higher education institutions (Elfrida, 2022; Tiara, 2017). As a result, there is limited research on the development of comprehensive institutional informational books, particularly those designed for both local and international audiences. To address this gap, this study aims to develop a bilingual (Indonesian–English) informational book about Politeknik Negeri Bengkalis as a medium for disseminating institutional information and enhancing public awareness. The novelty of this study lies in the integration of the institution's history, study programs, facilities,

achievements, and career prospects into a single, systematically organized publication. Through the provision of accurate, accessible, and well-structured information, the book is expected to strengthen Polbeng's visibility, support its promotional efforts, and expand community engagement

REVIEW OF RELATED LITERATURE

The Nature of Informational Book

Nurgiantoro (2018) defines informational book is a book that contains essays based on facts or non-fiction in daily life that really exist. Meanwhile, according to Richard (2022) informational books are books that contain text designed to convey factual information, not to tell or develop a narrative. informational books can use techniques such as lists, comparing, contrasting, or showing cause and effect, and can be accompanied by graphs or charts. Furthermore, Routman (2005) explains that an informational book is a compilation of information that has been researched and gathered from factual and credible documents and knowledge related to real life, with the

purpose of conveying knowledge to readers about a particular subject.

There are three elements that are usually contained in an informational book according to Szelag in Tiara (2017), the first is containing informational in a structured and clear and accurate order. The second is to present an important overview related to the theme of the book and points that are more relevant to the theme. The last is that there is an attractive design that gives an overview of the book's theme, such as graphic elements, sentences, or selected vocabulary.

Based on the expert opinion above, it can be concluded that an informational book is a book in the form of someone's work or essay based on real life which is compiled and summarized in the form of a book, which aims to provide informational to the public about a topic which is certainly useful in human life, where the book Informational has a detailed structure of ideas and informational.

The Nature of Promotion

According to Muslichah (2010), Promotion is an activity carried out to promote or carry out marketing which intends to disseminate informational, and provide influence to

attract customers and target market binders and products produced by the company. Tjiptono (2001) states that promotion is a form of communication aimed at informing, influencing, persuading, and reminding the target market about a company and its products so that consumers are willing to accept, purchase, and remain loyal to the products offered. Furthermore, as stated by Saladin and Yevis (2002) Promotion is the communication of seller and buyer informational which aims to change the attitudes and behavior of buyers, who previously did not know to know so that they became buyers and remembered the product.

Based on the expert opinion above, it can be concluded that promotion is an activity carried out by a company to communicate its products or services to consumers with the aim of increasing consumer awareness, influencing consumer purchasing decisions, and building positive relationships with consumers.

METHODOLOGY OF STUDY

This research method is descriptive research. According to Sudjana and Ibrahim (2012), descriptive research is a type of

research that tells or describes events, occurrences, or conditions that are taking place at a particular time. Meanwhile, according to Sugiyono (2010), the descriptive method is useful for finding or analyzing an existing phenomenon but does not aim to develop a research topic. It is used to describe or analyze research findings rather than to generalize or expand them. Sugiyono (2010) further explains that descriptive research aims to portray a phenomenon without altering the variables under investigation. Although descriptive research is exploratory in nature, it still allows for the examination of relationships among variables according to the research objectives. While it does not primarily focus on identifying group differences, it can explain interactions or relationships between variables..

Based on the definitions above, it can be concluded that descriptive research aims to provide a detailed and systematic description of a phenomenon or object. Researchers collect information through observations, surveys, documentation, or other appropriate methods to obtain a comprehensive understanding of the subject under investigation.

Descriptive research was employed in the development of this informational book because the study relied on factual information and detailed observations of documents and phenomena related to Politeknik Negeri Bengkalis. Therefore, this method was considered appropriate for describing all processes involved in the creation of the product.

RESULT AND DISCUSSION

The Result of the Study

The informational book consists of 26 sheets with a total of 40 pages. The book measures 16 cm in width and 21 cm in length and is designed using various color schemes to enhance its visual appeal and readability.

The evaluation of the informational book about Politeknik Negeri Bengkalis focused on assessing the quality of its content, design, and production. The evaluation included the accuracy of the information, readability of the text, suitability of the design with the institution's identity, and the quality of the materials and finishing.

Feedback from evaluators was also analyzed to identify areas for

improvement. The purpose of the evaluation was to ensure that the book effectively conveyed information and met users' needs with optimal quality.

The following individuals were involved in evaluating the product:

Lecturer of the Language Department

The first evaluator was Desi Wahana, S.Pd., M.Li., NIP 198812012022032002, an English lecturer in the Applied Bachelor's (D4) English for Business and Professional Communication Study Program.

The evaluator considered the book to be informative, visually appealing, and easy to read. However, several weaknesses were identified. The content was considered insufficiently detailed, the symbols and color identities of the departments were not adequately explained, and the book did not include a glossary. Therefore, the evaluator recommended providing more detailed information, incorporating departmental symbols, and adding a glossary section.

Teacher of SMA Negeri 1 Bengkalis

The second evaluator was Dra. Salbiah, S.Pd., NIP 197004061995122001, a teacher at SMA Negeri 1 Bengkalis.

According to the evaluator, the book successfully provided useful information about Politeknik Negeri Bengkalis. Nevertheless, some improvements were suggested. The evaluator noted the absence of numbering or alphabetical organization, which could facilitate easier navigation and reading. In addition, the book lacked references. The evaluator also recommended including information regarding the number of graduates from each study program in the current or previous academic year.

Discussion

The development of the informational book about Politeknik Negeri Bengkalis demonstrates the importance of print-based informational media as a tool for institutional promotion and public outreach. The final product, consisting of 40 pages presented in both Indonesian and English, was designed to provide comprehensive information regarding the institution's history, study programs, facilities, and career prospects. The bilingual format enhances the accessibility of the information for both local and international audiences, thereby

supporting broader dissemination of institutional knowledge.

The evaluation results indicate that the informational book successfully fulfilled its primary objective of providing clear, informative, and visually appealing content. Both evaluators acknowledged that the book effectively introduced Politeknik Negeri Bengkalis and provided useful information regarding its history, study programs, facilities, and career prospects. These findings are consistent with recent research emphasizing that effective informational texts should be developed through systematic content planning, accurate fact retrieval, and clear information synthesis to ensure that readers can easily comprehend and utilize the information presented (Balepur et al., 2023).

Despite these strengths, the evaluation process identified several areas for improvement. The recommendation to provide more detailed information, incorporate departmental symbols and color identities, and include a glossary reflects readers' need for greater contextual understanding of institutional content. Such supporting

elements can enhance comprehension by clarifying specialized terminology and strengthening the connection between readers and the information being presented. Similarly, the suggestion to improve content organization through numbering, alphabetical arrangements, and references highlights the importance of navigational features and source transparency in informational publications. These elements can increase both the usability and credibility of the book, enabling readers to access information more efficiently and verify the accuracy of the content

The findings also reinforce the continued relevance of printed informational resources in contemporary information environments. While online media facilitate rapid and wide-reaching dissemination, print-based materials remain effective in reaching audiences with limited internet access and those who prefer physical reading materials. Moreover, public information resources distributed through libraries and community institutions can play an important role in increasing public access to knowledge and supporting

informed decision-making. As noted by Rasuli (2023), public-facing publications and plain-language informational resources contribute significantly to improving accessibility to information and expanding community engagement. Consequently, the informational book developed in this study can complement existing digital promotional efforts and serve as an alternative channel for disseminating institutional information to a broader audience..

Overall, the development and evaluation processes demonstrate that the informational book has substantial potential as an effective medium for institutional promotion and information dissemination.

The feedback obtained from evaluators provides valuable insights for further refinement, ensuring that future editions of the book offer greater detail, improved organization, and enhanced usability. Consequently, the informational book can serve not only as a source of information but also as a strategic communication tool that strengthens the visibility and public recognition of Politeknik Negeri Bengkalis.

CONCLUSION AND SUGGESTION

Conclusion

The development of an informational book about Politeknik Negeri Bengkalis involved a series of systematic processes aimed at producing a high-quality and informative final product. The process began with comprehensive data collection, including the gathering of clear and representative documentation images as well as important information regarding the institution's history, study programs, facilities, and career prospects. This stage served as the foundation for developing accurate and relevant content.

Following data collection, all information and documentation were integrated into the book design while considering both aesthetic aspects and readability. The design process involved organizing text and images into an attractive, user-friendly, and easily understandable format.

The book subsequently underwent an evaluation process involving relevant stakeholders who provided constructive feedback. Their suggestions were used to revise and refine the product, ensuring that the

information presented was not only accurate but also effectively communicated.

The final product is a 40-page bilingual informational book presented in both English and Indonesian. It provides comprehensive information about Politeknik Negeri Bengkalis and serves as a valuable source of information for prospective students, academic staff, international visitors, and other stakeholders. Overall, the book contributes to enhancing public understanding of the institution and promoting its educational offerings.

Suggestions

Suggestions for Researchers

Enhance Data Quality

Researchers should ensure that data collection involves diverse, credible, and relevant sources to improve the accuracy, reliability, and completeness of the book's content. Information should be cross-checked with multiple sources whenever possible.

Leverage Technology

Researchers are encouraged to utilize current digital tools and applications to support data collection, content development, graphic design, and feedback management processes,

thereby improving both efficiency and product quality.

Suggestions for the English Study Program

Improve Bilingual Competence

The study program should strengthen students' technical writing and translation skills in both English and Indonesian to ensure the production of high-quality bilingual publications.

Incorporate Practical Projects

Practical projects involving the development of informational materials and publications should be integrated into the curriculum to provide students with hands-on experience in managing similar projects and developing professional communication skills.

Suggestions for Future Researchers

Emphasize Stakeholder Feedback

Future researchers should regularly seek and incorporate feedback from various stakeholders to improve the effectiveness and quality of informational books.

Evaluate User Experience

Future studies should conduct usability and user-experience evaluations to assess whether the design, content organization, and presentation of information effectively meet the needs

of readers, particularly prospective students and other target audiences.

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