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To cite this article: D S Soegotto and A O Istiqomah 2019 *IOP Conf. Ser.: Mater. Sci. Eng.* **662** 032038

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E-brochure as a Communication Strategy in Entrepreneurship

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Abstract. The objective of this study was to discover and explore the role of a brochure as a non-verbal English language communication in entrepreneurship. Entrepreneurship has now been significant for the development of a country because of its ability to drive an economic growth. Entrepreneur has also adapted to varying times to resource the essentials of their communities through the application of information. One of the uses of giving information is through the brochure that includes to a non-verbal communication. The following idea takes an earlier look at what is meant by communication, it defines the stages intricate in the communication process that entrepreneurs utilize in their efforts to achieve entrepreneurial success. English language has also taken its part to support this kind of non-verbal English language communication to reach economic growth at its best. The method used in this study was descriptive-analytic, and content analysis research for further method. The results indicated that the use of brochure in communicating is very effective for strategic persuasive.

1. Introduction

The promotion has now been incorporated into a variety of forms, one of which is the brochure. The importance of using the brochure has been significant for promotional tools. Brochures can also be one of the strategies used in marketing, according to Eddy, marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges for meet the needs of customers and the company at one time [1]. Explanation of other brochures are also carried out by some experts. According to Zhou, the brochure is a tool of communication and marketing medium that is unique, not only in terms of content, format, and their design, but also in the variety of their meaning the distribution of [2]. Meanwhile, Ladd States that flyers can be an important means of communication if a business decided to use it in marketing plan [3]. Because the document is informative brochures, it is crucial for businesses when deciding to use it for promotion. The brochure is also used as a means of communication that is relatively cost-effective and low-power. [4] Based on research conducted by Andereck, stated that the brochure remains a popular source of information and are often used for tourists. In spite of large investments in the development, production and distribution of brochures, little attention is given to the use of brochures that are unreadable or evaluation of their effectiveness [5]. Brochures made by many organizations and businesses, and seems to be widely used by consumers [6]. According to research conducted by Gitelson and Krompton found that the brochure is a source of information on the exterior of the two most commonly used.



Follow the commercial guide book [7]. O'Leary stated that the brochure is the third most common source of information used by the tourists after two forms of interpersonal communication. [8] Similarly, Andereck and Caldwell find brochures to become the third most important source of information for the appeal, from a list of nine sources, follow the source of interpersonal and past experience [9] Recently, and Murray make Fodness research that generates that brochure is ranked fourth in frequency of use among automobile travellers from a list of eleven sources of information by word of mouth, the Welcome Center and a club car [10]. Yamamoto and Gill reported that the brochure is ranked as one of the two most important sources of information for travellers' package Japan [11]. Finally, Andereck, Vogt, and LeClerc found that brochure is the fifth source of information most often used behind the personal experience, Word of mouth, maps and travel guides by visitor welcoming Center [12]. Based on previous research and some explanation about the importance of leaflet in daily life, to the development of the important role of the brochure using the language of the United Kingdom, this research aims to discover and explore the role of brochure as a persuasive communication strategy using the language of the United Kingdom to stir entrepreneurship.

2. Method

The method used in this research was literature study. Literature study is the method used for discovering theoretical references that are relevant to the case or problem found. These references can be searched from books, journals, articles, research reports, and sites on the internet. The output of this literature study is the collection of relevant references to the formulation of the problem.

3. Results and Discussion

3.1 *The Effectiveness of Brochure as a Persuasive Communication Strategy*

3.1.1 *Brochure offers valuable interaction*

Brochures are things that can be touched, stored, and transmitted by others; they allow potential customers to connect with the information they receive through flyers than forget about it among the wide web. Have brochures to be physically there, in front of you to provide more information in the sense that it draws potential customers more than just advertising that usually they see on the web. Brochures easily accessible, while advertising on the web can be accessed and may be hard to find. For example, many brochures distributed in the event, in which all the kiosks advertise your business, College, University, etc., therefore, when people come to your stall, they are interested with what you are saying and find more about what you should do. Brochures are used as communication strategy group that gives much more information in a way that is visually appealing, and there's nothing better than opening the brochure and the smell of fresh ink.

3.1.2 *Information*

A brochure giving more space to the company information and products than any other printed material, such as newspaper or magazine ads or letters or cards directly. Even simple trifold design allows the front page of colorful and five separate sections for information products and services. The story in the brochure can be placed over the layout and end it with a call to action. Coupons with offers and special discounts are also usually included, that can increase business with immediately.

3.1.3 *Low cost*

The cost of making the brochure is relatively low compared to other marketing options add to their value for small businesses. Brochures can be worth up to \$1 \$3 to produce, depending on the design, content, and the quality of the final colour. And the more you order the brochure, the cheaper the price. Companies that go to many trade shows or send a lot of brochures to customers often resulting in large quantities and costs are not much higher than the simple letters or postcards. A brochure was also conveyed the message that is much deeper than you can find in television commercials or print media that are more expensive.

An example of an effective brochure can be seen in Figures 1-2.



Figure 1. Example of attractive brochure



Figure 2. Concise and interesting brochure

4. Conclusion

There are several ways of communication strategy used in brochure, namely valuable interaction, information, and low cost.

Acknowledgement

The writer's deepest gratitude extends to the Rector of UNIKOM as a lecturer of conducting this course.

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