

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.

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<http://dp3m.unikom.ac.id/penelitian/view/e-brochure-as-a-communication.347.html>