

CHAPTER I INTRODUCTION

1.1 Background

According to Farlex (2012), magazines are paperback periodic publication containing pictures, stories, and articles of reader's interests. Magazines are one of the printed media which is published periodically weekly, monthly or yearly. Magazines have several types such as sports magazines, art magazines, health magazines, automotive magazines etc.

Nowadays there are printed magazines and electronic magazines. Both of them have advantages and disadvantages. Printed Magazines have advantages. According to Assegaff (1980, p. 27), the messages in the printed magazines are permanent and the readers can set the tempo in reading. Using Electronic Magazines can make the readers read more easily by downloading magazines application in Smartphone such as Aldiko Ebook or Majalah Detik because the readers can read the magazine anywhere and anytime. Besides, printed and electronic magazines have disadvantages. Printed magazines have a limitation in the distribution. The electronic magazines cannot save the old data, so the readers cannot find the oldest data (Tirtadewi, 2013).

Magazines have a function as source of information. The readers can get much information such as news, articles, public opinion, letter to the editor, cartoon, advertising, and etc (Djuroto, 2004, p.18-19). For examples, the students of Diponegoro Vocational High School in Yogyakarta use fashion magazines as their source of designing dressess. They get new information about international fashion and know about successful designers from Indonesia. Another example, LIA course has collaboration with CnS

Magazine. Reading *CnS Magazine* can be one of the information sources for LIA students because it presents about how to learn English such as test tutorial section, 10 questions of the reading comprehension test, so the students can learn how to answer the questions. There are some articles written in English in *CnS magazine*, so the student can learn and get much vocabulary and information from the articles.

State Polytechnic of Sriwijaya has vision to become the best vocational institution in Indonesia and the mission to improve the quality and efficiency of services in the field of education (Pedoman Mahasiswa 2015. p, 5). To reach the vision and mission, State Polytechnic of Sriwijaya makes decisions that in curriculum, there are English and Indonesian language subject to facilitate the students to communicate. Besides, the student activities unit of *Warta Politeknik Sriwijaya* or usually called *WPS* publishes *The Exsis* magazine. It informs about some students, lectures and campus activities. The students can analyze information and write news in Indonesian.

English Department is one of the departments at State Polytechnic of Sriwijaya which has visions for producing competent and professional students in communication in the field of hospitality industry. To reach the vision and mission, the curriculum has lessons on four language skills, linguistic aspects and hospitality industry. English is used in many ways in teaching and learning activities. The students use English in the classroom to communicate with their classmates and lecturers, do assignments, internship and final reports.

English Department has a student association. It has programs related to art (festival of *Ampera*) and education (seminars on English and tourism and English championship). However, the student association does not have division which has the task of press to make magazines.

Based on the above explanation, the writer is interested in designing a magazine for the Student Association of English Department at State

Polytechnic of Sriwijaya since there are no magazines which cover the English department activities at State Polytechnic of Sriwijaya. Therefore, the writer decided to write the final project entitled "Designing the *Smart Magazine* for the Student Association of English Department at State Polytechnic of Sriwijaya".

1.2 Problem Formulation

The problem formulation is "How to design the *Smart Magazine* for the Student Association of English Department at State Polytechnic of Sriwijaya?"

1.3 Purpose

The purpose of the study is to know the steps to design the *Smart Magazine* for the Student Association of English Department at State Polytechnic of Sriwijaya.

1.4 Benefit

By reading this report, the writer hopes the readers can know some information about how to design a magazine. In addition, the output of the research, that is the design of the magazines can be utilized by the Student Association of English Department at State Polytechnic of Sriwijaya.