



KEMENTERIAN PENDIDIKAN DAN KEBUDAYAAN
DIREKTORAT JENDERAL PENDIDIKAN ANAK USIA DINI,
PENDIDIKAN DASAR DAN PENDIDIKAN MENENGAH
DIREKTORAT SEKOLAH MENENGAH ATAS
2020



Modul Pembelajaran SMA Bahasa dan Sastra Inggris



KELAS
XI

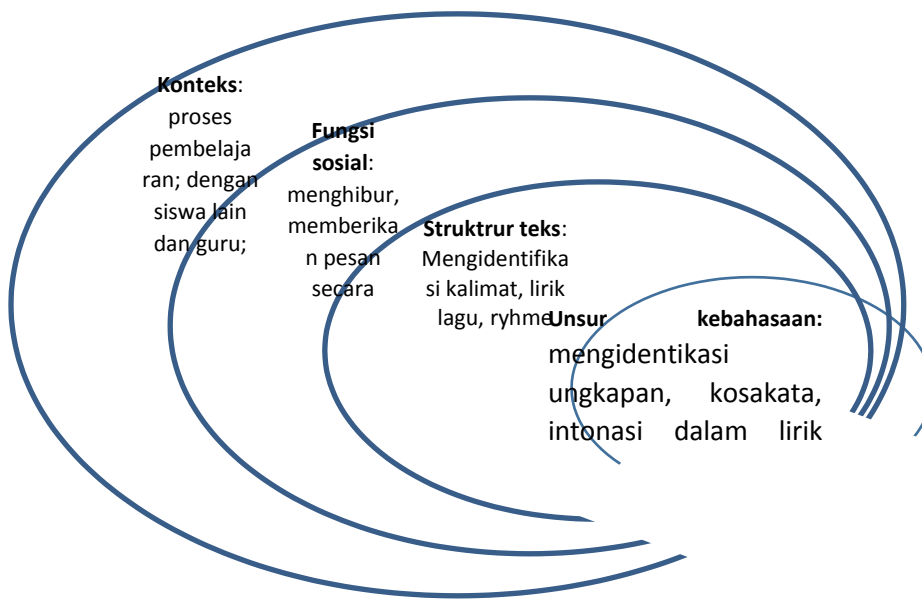
DAFTAR ISI

DAFTAR ISI	2
GLOSARIUM	3
PETA KONSEP	4
PENDAHULUAN	5
KEGIATAN PEMBELAJARAN 1	15
KEGIATAN PEMBELAJARAN 2	20
DAFTAR PUSTAKA	34
KUNCI JAWABAN	35
DAFTAR GAMBAR	36

GLOSARIUM

Brochure	:	:A small booklet or pamphlet, often containing event, location, or product information
Pamphlet	:	is a printed sheet of paper, sometimes folded, containing information or advertising and usually distributed free. Leaflets are similar with pamphlets, but leaflets are smaller than pamphlets
Advertisement	:	The public announcement of something such as a product, service, business, or event to get people interested in it.
Audience	:	The intended readers of a particular piece of writing.
Informational	:	Text that gives factual information about any topic.
Persuasive	:	to convince the reader to accept a particular point of view or take at specific action
Benefit	:	Kelebihan yang ditawarkan
Consult	:	Menyamakan dengan sumber lain, (Biasanya kamus)
Service	:	Layanan yang dipromosikan

PETA KONSEP



PENDAHULUAN

A. Identitas Modul

Mata Pelajaran : Bahasa dan Sastra Inggris
Kelas / Semester : XI / Genap
Alokasi Waktu : 8 Jam Pelajaran
Judul Modul : Let's join our holiday

B. Kompetensi Dasar

Kompetensi Dasar	Indikator Pencapaian Kompetensi
------------------	---------------------------------

3.7 Membedakan fungsi sosial, struktur teks, dan unsur kebahasaan beberapa teks khusus dalam bentuk brosur, <i>leaflet</i>, <i>banner</i>, dan pamflet, dengan memberi dan meminta informasi terkait promosi barang/jasa/kegiatan sesuai dengan konteks penggunaannya.	3.7.1 Siswa mampu mengidentifikasi dan memahami fungsi sosial, struktur teks, dan unsur kebahasaan sebuah teks khusus dalam bentuk brosur, <i>leaflet</i>, <i>banner</i>, dan pamflet, dengan memberi dan meminta informasi terkait promosi barang/jasa/kegiatan sesuai dengan konteks penggunaannya. 3.7.2 Siswa mampu menjelaskan tujuan, informasi rinci, dan informasi tertentu pada brosur, <i>leaflet</i>, <i>banner</i>, dan pamflet. 3.7.3 Siswa mampu mengkategorikan ungkapan dan kosa kata yang lazim digunakan untuk brosur, <i>leaflet</i>, <i>banner</i>, dan pamflet (nominal singular dan plural pada frasa nominal).
4.7 <i>Brosur, leaflet, banner, dan pamphlet.</i>	4.7.1 Siswa mampu menyusun teks khusus dalam bentuk brosur, <i>leaflet</i>, <i>banner</i>, dan pamphlet.

C. Deskripsi Singkat Materi

Pada pembelajaran modul kali ini, Anda akan berlatih mengidentifikasi dan memahami teks khusus dalam bentuk brosur, *leaflet*, *banner*, dan pamflet. Tentu saja kita sering menemukan berbagai macam brosur, *leaflet*, *banner*, dan pamflet. Sekarang kita pikirkan, sebuah brosur, *leaflet*, *banner*, dan pamflet akan menarik apabila terdapat teks yang menjelaskan informasi secara rinci dan jelas. Kita lihat contoh sebuah pamflet tentang acara pentas seni.



Gambar 1

Source: Google

Apakah contoh pamflet di samping ini menarik? Sangat menarik. Pamflet ini merupakan jenis pamflet promosi dari sebuah acara pentas seni, tujuan dibuatnya pamflet ini adalah untuk mempromosikan sebuah acara. Pada pamflet terdapat informasi jelas mengenai acara tersebut. Namun, apakah kalian mengetahui perbedaan dari brosur, *leaflet*, *banner*, dan pamflet?

D. Petunjuk Penggunaan

Pada modul ini, Anda akan diharapkan mampu memberi dan meminta informasi terkait promosi barang/jasa/kegiatan dalam bentuk brosur, *leaflet*, *banner*, dan pamflet. Perhatikan petunjuk penggunaan modul berikut ini :

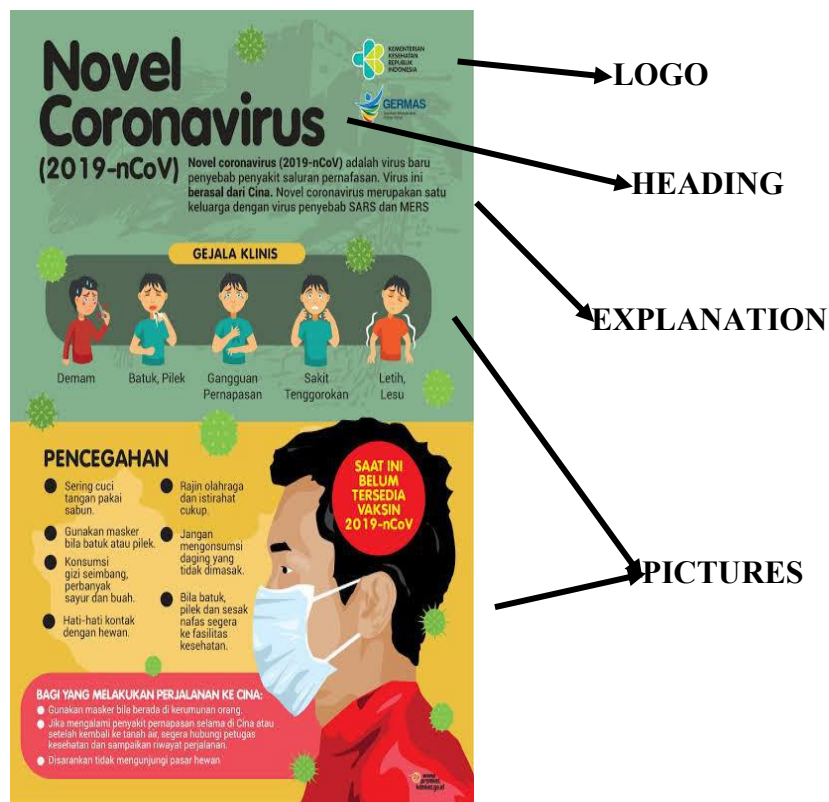
1. Modul ini dapat dipelajari secara mandiri atau kelompok, baik di sekolah maupun di luar sekolah.
2. Modul ini dapat dipelajari dengan menyimak, membaca, melihat dan mengamati contoh-contoh dari berbagai sumber yang dapat diakses melalui video dan web, dengan cara diskusi, demonstrasi, simulasi, dan tanya jawab.

3. Modul ini dapat didiskusikan bersama teman atau kelompok dengan melakukan diskusi yang efektif.
4. Pada modul ini terdapat Latihan-latihan dan evaluasi yang dapat dikerjakan oleh siswa.
5. Pelajari sumber-sumber lain tentang pembelajaran atau latihan dan evaluasi yang berkaitan dengan teks khusus dalam bentuk brosur, *leaflet*, *banner*, dan pamflet.
6. Jika mengalami kendala dalam proses memahami pembelajaran, diskusikan kembali bersama teman atau kelompok dan apabila masih belum menemukan jawaban yang kurang memuaskan, siswa dapat bertanya kepada guru atau pakar lainnya.

E. Materi Pembelajaran

BROCHURE

Brochure is a single set of paper to pass the information about something. The function of brochure is to give information, to promote, or to advertise a product and/or services of a company or institution to a target audience. The example of the brochure is about Novel Coronavirus and there is some information for the readers to avoid Novel Coronavirus. You can find some brochure in the public places like hotel, community service places like bank, police station, hospital, etc.



Characteristics of a Brochure

1. Compelling message
2. Valuable content
3. Attractive design
4. Graphic images
5. Unique and distinct

Gambar 2
Source: Google

LEAFLET AND PAMPHLET

Leaflet is a printed sheet of paper, sometimes folded, containing information or advertising and usually distributed free. Leaflets are similar with pamphlets, but leaflets are smaller than pamphlets. **Pamphlet** is an unbound booklet (that is, without a hard cover or binding). It may consist of a single sheet of paper that is printed on both sides and folded in half, in thirds, or in fourths. Pamphlets are usually sized from one page of folio or A4 paper. The function is to give detail information about something in a specific point.

Characteristics of a Leaflet and Pamphlet

1. There are more detail information
2. It is made from a piece of a paper
3. It shows the message about something completely

Gambar 3
Source: Google



EXPLANATION

HEADING

BANNER

Banner is a flag or other piece of cloth bearing a symbol, logo, slogan or other message. The function is to advertise a product and persuade people to buy it.

Characteristic of Banner

1. There is a picture as a symbol or logo of the corporation or community
2. Usually, it made in a flag or cloth
3. There are many statements as the slogan that show the event



Gambar 4

Source: Google

Tujuan dari Brochure, Leaflet, Banner, dan Pamflet

1. Memberikan informasi, bisa berisi imbauan, peringatan, ajakan, dll.
2. Mempromosikan/mengiklankan sesuatu produk, institusi, tempat, dll.

Informasi Tertentu dan Informasi Rinci

Informasi tertentu adalah sebuah informasi yang memberikan penjelasan lebih mengenai produk yang diiklankan.

Informasi rinci adalah sebuah informasi yang tertera pada teks, namun harus dibaca dengan seksama karena informasi ini memberikan informasi penting.

Setelah memahami perbedaan dari brosur, *leaflet*, *banner*, dan pamflet, kita akan memahami lebih rinci mengenai tujuan, informasi rinci dan informasi tertentu dari brosur, *leaflet*, *banner*, dan pamflet, perhatikan contoh *banner* berikut ini!



Gambar 5
Source: Google

The Purpose:

1. To give an information about IELTS/TOEFL/SAT Class/University Preparation English promo.
2. To promote the institution, which is Sun English promotion.
3. To increase attractiveness for a new opening class.

Informasi Tertentu dan Informasi Rinci

Informasi tertentu pada *banner di atas* adalah:

Informasi rincinya adalah:



Dalam membuat teks khusus pada brosur, *leaflet*, *banner*, dan pamflet, kita harus memperhatikan penggunaan kata benda tunggal dan jamak.

Tunggal	Jamak
boat	boats
house	houses
cat	cats

Selain itu, perhatikan juga penggunaan determiner pada informasi yang akan kita cantumkan.

Types of Determiners		
Articles	Possessives	Demonstratives
a an the	my, your his, her, Its, our, their, whose	this that these those
Numerals	Ordinals	Quantifiers
one two three four	first second next last	many, few some, every, much, a lot of any, less

Gambar 6
Source: Google

The Examples :

“Samsung is **the answer** for your worriedness.”

“Use **a mask** when you go outside to avoid the spread of coronavirus.”

KEGIATAN PEMBELAJARAN 1

A. Tujuan Pembelajaran

Setelah mempelajari kegiatan pembelajaran 1 (**Learning Activity 1**) ini diharapkan:

1. Anda dapat mengidentifikasi dan memahami tujuan, bagian-bagian dari brosur, *leaflet*, *banner*, dan pamflet.
2. Anda dapat menjelaskan tujuan, informasi rinci, dan informasi tertentu pada brosur, *leaflet*, *banner*, dan pamflet.
3. Anda dapat mengkategorikan ungkapan dan kosa kata yang lazim digunakan untuk brosur, *leaflet*, *banner*, dan pamflet (nominal singular dan plural pada frasa nominal).

B. Uraian Materi

Practice 1

Let's practice the dialogue.



Gambar 7
Source: Google

- Amanda : Hey Debby, have you seen the banner in front of the school gate?
- Debby : No, I haven't. Have you seen that?
- Amanda : Yes, I have.
- Debby : What it is talking about?

Amanda : It is about our school 50 years anniversary on Friday.

Debby : Wow, that sounds great!

Amanda : There will be a live band and performance and also, we will have a competition and games.

Debby : Thank you, Amanda for the information!

Let's Talk!

Setelah Anda membaca dialog mengenai informasi pada *banner* dengan memberi dan meminta informasi terkait promosi kegiatan. Tuliskan di buku masing-masing mengenai informasi apa saja yang bisa didapatkan dari *banner* tersebut.

Perhatikan kembali.



50 YEARS ANNIVERSARY

Artinya kegiatan yang dipromosikan adalah mengenai ulang tahun sekolah yang ke-50.



LOGO

Artinya menunjukkan simbol dari sekolah yang mengadakan acara.



FRIDAY 6TH JULY

Artinya kegiatan perayaan ulang tahun sekolah ke-50 tahun akan diadakan pada hari Jumat, 6 Juli.

Artinya pada kegiatan perayaan ulang tahun sekolah ke-50 akan diadakan beberapa acara untuk memeriahkan.

Practice 2

Let's practice. Fill the blank using right statements. Write in your book.

Situation 1: James is looking for a new brand of a smartphone. He asks Andy to help him find a new smartphone because Andy will go to the electronic store.

James : Hmm Andy, I'm looking for a new brand of a smartphone. Could you please help me with that?

Andy : Okay, I will try to find the newest smartphone.

Situation 2: After he went to the electronic store, Andy is home and he immediately give the information that he got to James.

Galaxy A71

New Color & **Awesome** Camera
with Single Take Mode
Rp **6.499.000**

 **Awesome Camera** New
One shot to get various photos & videos with Single Take

 **Awesome Screen**
6.7" Infinity-O Display

 **Awesome Battery**
4500 mAh with Fast Charging

 **Awesome Performance**
8GB RAM | Fast processor | NFC for data transfer



Gambar 8
Source: Google

Andy : James, there is a new brand of a smartphone and I read all of the information from the banner in front of the electronic store.

James : What brand is that?

Andy : It's

James : How much is that?

Andy : The price is

James : Can you tell me what makes that phone awesome?

Andy : The camera is awesome because it only needs

James : What else?

Andy : The screen is For the battery, it has 4500 mAh with fast charging.

James : How about the performance?

Andy : It has That's why it makes Galaxy A71 is awesome.

James : Thank you, Andy!

Well done, now let's compare your answer with the complete dialogue below.

- Andy : James, there is a new brand of a smartphone and I read all of the information from the banner in front of the electronic store.
- James : What brand is that?
- Andy : It's **Galaxy A71**.
- James : How much is that?
- Andy : The price is **Rp 6.499.000**.
- James : Can you tell me what makes that phone awesome?
- Andy : The camera is awesome because it only needs **one shot to get various photos and videos with Single Take**.
- James : What else?
- Andy : The screen is **6.7" Infinity-O Display**. For the battery, it has 4500 mAh with fast charging.
- James : How about the performance?
- Andy : It has **8GB RAM, fast processor, and NFC for data transfer**. That's why the Galaxy A71 is awesome.
- James : Thank you, Andy!

Practice 3

Let's practice. Fill the sentence by choosing the right statements in the box.

1. Q : Is it true that Baskin Robbins promo is buy one get one free for all the variants?
A : Yes, it is. But the banner explained that
2. Q : Why do you hand a pamphlet to your neighbor? What is it about?
A : It's for his home tax services, I have a friend who works in a tax office. The pamphlet explains about
3. Q : Are there any new scholarships that we can apply for?
A : Yes, there are new scholarships to New Zealand. I've read that the scholarship pamphlet is for

- a. a promo for the houses that have been in use for less than 5 years. There will be a 25% discount.
- b. you have to register and top up Rp 500.000 for Baskin Robbins customer card. The card will be valid for 1 year only.
- c. the students who already submitted their article in international websites.

Congratulations, you already understand to give the information from brochure, *leaflet*, *banner*, and pamphlet. Sekarang, silahkan kalian bandingkan jawaban kalian dengan percakapan di bawah ini.

1. Q : Is it true that Baskin Robbins promo is buy one get one free for all the variants?
A : Yes, it is. But the banner explained that **you have to register and top up Rp 500.000 for Baskin Robbins customer card. The card will be valid for 1 year only.**
2. Q : Why do you hand a pamphlet to your neighbor? What is it about?
A : It's for his home tax services, I have a friend who works in a tax office. The pamphlet explains about **a promo for the houses that have been in use for less than 5 years. There will be a 25% discount.**
3. Q : Are there any new scholarships that we can apply for?
A : Yes, there are new scholarships to New Zealand. I've read that the scholarship pamphlet is for **the students who already submitted their article in international websites.**

C. Rangkuman

Brosur, *leaflet*, *banner*, dan pamflet memberikan informasi kepada pembacanya mengenai sebuah produk/pelayanan/kegiatan. Untuk mengetahui informasi di dalamnya, kita harus membaca dengan seksama agar mengerti tujuan dari brosur, *leaflet*, *banner*, dan pamflet, yaitu memberikan informasi.

KEGIATAN PEMBELAJARAN 2

A. Tujuan Pembelajaran

Setelah mempelajari kegiatan pembelajaran 2 (**Learning Activity 2**) ini diharapkan:
Anda dapat menuliskan informasi yang akan disampaikan dalam bentuk brosur, pamflet
Anda dapat menyusun teks khusus dalam bentuk brosur, *leaflet*, *banner*, dan pamflet.

B. Uraian Materi

Practice 1

Let's talk

Read the example brochure below

Discover the best music, sport and culture in the UK

Liverpool

Liverpool MUSIC

The Beatles Story The world-famous 1960s music group came from Liverpool. Find out about The Beatles at the 'The Beatles Story' attraction. Open every day except Dec 25 and 26.

Adult:	£15.95
Student / Senior:	£12.00
Child:	£7.00
Child under five:	Free

Liverpool SPORT

Liverpool FC This city loves football. Visit Anfield football stadium, home to Liverpool's favourite football team, and take a tour. Closed on weekends.

Adults:	£15.00
Under-16s and students:	£9.00
Child under five:	Free

Liverpool MUSEUM

Visit the **Liverpool Museum**. Learn all about the history and culture of Liverpool. Free entry! Open daily 10 a.m. - 5 p.m.

Liverpool SHOPPING

Liverpool ONE Find the best shopping in the centre of Liverpool at Liverpool ONE, Liverpool's new shopping centre. Opened in 2008. More than **160** shops, restaurants, cinemas and cafés.

Sumber <https://learnenglishteens.britishcouncil.org/comment/23369>

Informasi apa saja yang Anda dapatkan dari contoh brosur di atas?

Who? Dewan Kota Liverpool atau Dinas Pariwisata Liverpool

The audience ? Turis mancanegara

Tujuan brosur ini untuk apa?

Apakah Anda menemukan sesuatu yang menarik?

Selanjutnya untuk menuliskan informasi yang berkaitan dengan brosur, silahkan tuliskan di buku masing masing informasi yang dapat kita dapatkan dengan mengisi table di bawah ini :

Who? The writer/The Audience	What does the writer do? Activity	What purpose of writing	Where? Where does it happen? Where does the action take place? Are there directions ?	What product /service What benefits ? What uniqueness?	When? When will it happen? What is the timeframe?	Additional information

Practice 2

Practice 2

Let's write

It's time to write. Anda akan membuat sebuah brosur tentang tawaran untuk bergabung dengan sebuah liburan yang seru. Anda adalah sebuah agen wisata.

This is a description of a tourist hotel in a holiday brochure
Hotel Oasis in Pearl Beach is a large modern hotel just 15 minutes from the beach. The hotel is in a beautiful garden with three swimming pools and facilities for everyone in the family.

For holidaymakers who love good food the hotel's restaurant has an excellent reputation! Pearl Beach is an ideal resort for a holiday, with beautiful beaches, many lovely shops and restaurants and a wide range of interesting cultural destinations to visit nearby.

There are lots of things to do at the Oasis! Play mini-golf or tennis, or relax on a sun bed beside the pool. We also have a fully-equipped wellness centre with a sauna and spa, and beauty salon with massage treatments. In the evenings there's a full range of the best entertainment in town, with live music every day except Sunday. There are playgrounds for children, a disco for teenagers, and an adults-only piano bar for parents! Fun for all the family at the Oasis Hotel Pearl Beach!

Sekarang tuliskan dalam kolom di bawah ini!

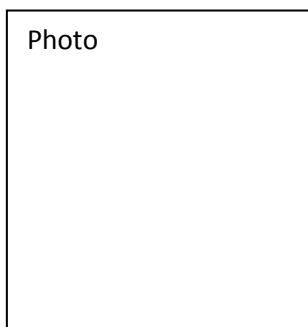
Who? The writer/The Audience	What does the writer do? Activity	What purpose of writing	Where? Where does it happen? Where does the action take place? Are there directions?	What product /service What benefits? What uniqueness?	When? When will it happen? What is the timeframe?	Additional information
Hotel Oasis in Pearl Beach Tourist	Offering Fun for all the family at the Oasis Hotel Pearl Beach	Promoting	The hotel is in a beautiful garden with three swimming pools and facilities for everyone in the family	Pearl Beach is an ideal resort for a holiday, with beautiful beaches, many lovely shops and	For a holiday In the evenings there's a full range of the best entertainment in town, with live music every day except Sunday	There are lots of things to do at the Oasis! Play mini-golf or tennis, or relax on a

				restaura nts and a wide range of interesti ng cultural destinat ions to visit nearby		sun bed beside the pool. We also have a fully- equipp ed wellne ss centre with a sauna and spa, and beauty salon with massa ge treatm ents.
--	--	--	--	--	--	--

Now, try to make a brochure.

Silahkan Anda buat menjadi sebuah brosur berdasarkan informasi di atas, tempelekan foto atau gambar yang Anda buat.

Brochure Template





More information about the Hotel Oasis

Hotel Oasis Pearl Beach Resort



OFFICIAL RATING



Prices ALL INCLUSIVE FROM
302pp

AT A GLANCE

- 3 pools
- Kid's club
- Entertainment programme
- Spa
- Great cuisine
- Free wi-fi

LOCATION

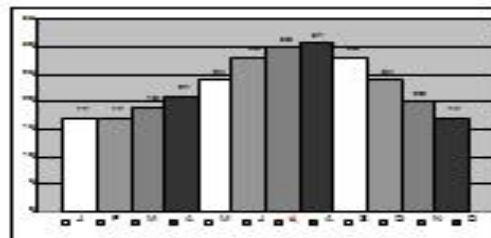
- 1 km from beach
- Close to Pearl Beach town centre
- Near shops, bars and restaurants
- One hour transfer from airport

DINING OPTIONS

- ✓ Breakfast
- ✓ Lunch
- ✓ Evening meal
- ✓ Drinks
- ✓ Snacks, Ice cream

WEATHER

Average monthly temperature for Pearl Beach.



Sekarang bandingkan pekerjaan Anda dengan brosur jadi berkaitan dengan Hotel di atas.

Selamat Anda sudah mampu membuat brosur yang menarik.

C. Rangkuman

Cara Penulisan Prospektus

1. Perusahaan/Lembaga/Organisasi/

1. Who we are : sebutkan nama perusahaan/lembaga/organisasi
2. What we do : sebutkan kegiatan usaha
3. Background : sejarah singkat perusahaan/lembaga/ dengan kegiatan usaha atau pelayanan yang di berikan. Jangan lupa sebutkan hari dan waktu serta nomor yang bisa di hubungi.
4. Your company image : yakinkan bahwa perusahaanmu memberikan produk terbaik.

2. Produk/Layanan/Acara

1. Product/ service description : uraikan produk / jasa yang di tawarkan perusahaan dan keterkaitannya dengan kebutuhan sasaran publik yang dituju

2. Product/ service benefits : sampaikan keuntungan atau kelebihan produk/ jasa yang diberikan atau pelayanannya semenarik mungkin
3. Unique proposition : sebutkan hal yang menjadi keunikan khusus yang membuat sasaran publik lebih tertarik untuk menggunakan produk/ jasa yang ditawarkan

D. Latihan Tugas

Untuk lebih mampu meningkatkan kemampuan Anda menulis sebuah brosur, pamphlet atau banner, silahkan kerjakan latihan tugas, Anda bisa berdiskusi, mencari informasi, kemudian silahkan Anda nilai dengan rubric penialain yang sudah disiapkan di lampiran. Selamat, selalu berlatih dan bekerja keras.

Practice makes perfect.

Coba Anda perhatikan objek objek wisata yang ada di sekitar kalian, silahkan lihat contoh brosur pada latihan tugas ini. Selanjutnya tuliskan dalam table di bawah ini.

Adakah objek menarik yang Anda bisa promosikan, mengapa menarik untuk dikunjungi, apa saja fasilitas yang ditawarkan.

	Facts	Persuasive ideas
Scenery 		
What is there to do? Activity1		
Activity 2		
Activity 3		
Accommodation 		
Places to visit 		
Other interesting facts 		

Sebelum Anda membuat menjadi brosur silahkan Anda bisa melihat contoh brosur di bawah ini.

- Highlight the adjective words and phrases used that make it sound appealing.
- Circle where facts and figures have been used.
- Underline any questions asked.

Summer in The Alps

The Alps in summer remain one of the best kept secrets for nature lovers and families. With plenty to keep you busy, the more active person will find a great choice of exhilarating activities, whereas those in search of a more relaxing stay can discover the unspoilt environment, stunning scenery and glorious sunshine. The astounding beauty of the mountains is hard to beat with their dramatic skyline of rugged peaks, crystal clear mountain lakes and green meadows. What more could anyone ask for?



Activities

Some resorts offer up to 40 different activities for adults and children of all ages alike. There are plenty of alpine rivers and lakes, covering some 35,000 hectares, which provide an endless playground for those of you who love water.

Walking/hiking

Do you want to experience the mountains from a substantial height? The ski lifts take you higher up the mountain without wearing yourself out. There are many hiking trails with signposts to keep you on track. Be dazzled by the breath taking views with many opportunities to take photographs to impress your family and friends. The walks also offer many opportunities to rest your legs for a well-deserved break at a café selling delicious light lunches and cakes. With 2 national parks, 6 natural regional parks there are plenty to choose from.

White water rafting

Lakes Léman (Geneva), Annecy and Bourget are favourite spots for water sports. Rediscover your sense of adventure (and what it's like to be soaked to the skin!) with a white water rafting experience in an inflatable six to eight person raft. You'll start by being kitted out with all the equipment, before a full safety briefing and instruction in rafting techniques. Then an experienced guide will take you onto the water for a series of runs down the breathtaking twists, turns and drops of the rushing mountain rivers. It's an adrenaline-fuelled, exhilarating and unforgettable experience.



So what are you waiting for?

Silahkan Anda nilai brosur Anda dengan mengisi daftar cek lis ini, jika Anda mengisi dengan kata Yes lebih dari 75% berarti Anda sudah mampu membuat brosur yang baik.

Student Self-Evaluation Checklist

Brochure Content:

- ↑ My brochure addresses a specific audience. **Yes or No**
- ↑ My brochure has a clear purpose. **Yes or No**
- ↑ My brochure tells who, what, where, when, and why. **Yes or No**
- ↑ My brochure contains additional information that the reader may want to know. **Yes or No**
- ↑ My brochure uses descriptive and precise writing. **Yes or No**
- ↑ My brochure contains a variety of text features. **Yes or No**

PRINT FEATURES

sidebars
text boxes
captions
ORGANIZATIO
NAL AIDS

table of
contents
index
glossary
preface

GRAPHIC AIDS

diagram
sketches
graphs
compariso
ns
figures
maps
charts
tables
cross-
sections
timelines
overlays

ILLUSTRATION S

Editing:



I have checked my spelling. **Yes or No**

I have used capital letters appropriately. **Yes or No**

I have used punctuation at the end of every sentence. **Yes or No**

I have checked to make sure that all sentences are complete sentences. **Yes or No**

EVALUASI

Setelah kalian mempelajari tentang bentuk brosur, *leaflet*, *banner*, dan pamflet dan mengerjakan latihannya, maka kalian kerjakan tes akhir modul berikut ini!

Petunjuk:

1. Pilih salah satu jawaban yang paling tepat dengan menghitamkan pada salah satu huruf A, B, C, D, atau E di lembar jawaban.
 2. Untuk membetulkan jawaban, hapuslah dengan karet penghapus sampai bersih kemudian hitamkan jawaban yang benar.
-

1. Which characteristics are not included in the brochure?

- A. Compelling an image only
- B. Valuable content
- C. Attractive design
- D. Graphic images
- E. Unique and distinct

2. Q : Is it true that Baskin Robbins promo is buy one get one free for all the variants?

A : Yes, it is. But the banner explained that **you have to register and top up Rp 500.000 for Baskin Robbins customer card. The card will be valid for 1 year only.**

The bold sentence is about

- A. Asking information from the banner
- B. Asking a promo from Baskin Robbins
- C. Asking about customer card
- D. Giving information about the promo from the banner
- E. Giving information about the location of Baskin Robbins

3. is a printed sheet of paper, sometimes folded, containing information or advertising and usually distributed free and smaller than pamphlet.

- A. Leaflet
- B. Pamphlet
- C. Poster
- D. Banner
- E. Brochure

4. The function of the Logo in the banner is to

- A. Make a banner more beautiful
- B. Give information
- C. Explain the name
- D. Entertain the readers
- E. Symbolize the institutional or as an institutional identity

5. is a flag or other piece of cloth bearing a symbol, logo, slogan or other message and the function is to advertise a product and persuade people to buy it.

- A. Leaflet
- B. Pamphlet
- C. Poster
- D. Banner
- E. Brochure

6. Andy : James, there is a new brand of a smartphone and I read all of the information from the banner in front of the electronic store.

James : What brand is that?

Andy : It's Galaxy A71.

James : How much is that?

Andy : **The price is Rp 6.499.000.**

The bold sentence said by Andy is a price that belongs to

- A. Banner
- B. An electronic store
- C. Galaxy A71
- D. The price of a banner
- E. Galaxy A51

7. Part of the banner, except

- A. Heading
- B. The price
- C. Information
- D. Logo
- E. Picture

8. Determine the purpose and target audience of your pamphlet first. Narrow your audience down to a specific group of people based on who would find the information most useful. What does it mean?

- A. You have to pay attention to the audience target so your pamphlet will be useful for the readers and the information that you want to give can be delivered as well.
- B. You have to choose the best picture rather than the information to write on the pamphlet.
- C. You have to count the target audience.
- D. You have to collect the best group of people.
- E. You have to pay attention to the pamphlet's paper.

9. Use **a mask** when you go outside to avoid the spread of coronavirus. The bold sentence is a noun phrase which "a" is include into

- A. Possessives
- B. Articles
- C. Numerals
- D. Demonstratives
- E. Ordinals

10. When formatting a pamphlet you should
- A. Break up any large areas of texts with images, headlines, or white space.
 - B. Use images that will provoke an emotional or response in the reader.
 - C. Use a pamphlet design program to create your pamphlet.
 - D. Design a front and back cover for the pamphlet.
 - E. Distribute your pamphlet to places where it will be best received.

DAFTAR PUSTAKA

Itapuih. 2016. Cited on <https://www.itapuih.com/2016/06/penjelasan-dan-contoh-banner-brochure.html>.

Wikipedia. Cited on en.m.wikipedia.org/wiki/pamphlet.

Infonilai. 2017. Cited on <https://infonilai2017.blogspot.com/2017/07/materi-ke-tujuh-meminta-informasi.html>.

Qinns. Cited on <https://www.scribd.com/document/394620019/UKBM-Sastra-Inggris-XI-KD-3-7-4-7-Brochure>.

<https://www.teachitprimary.co.uk/resources/y5/persuasive-writing/writing-composition/brochure-writing-amazing-mountain-resorts/15029>

<https://learnenglishteens.britishcouncil.org/comment/23369>

KUNCI JAWABAN

No.	Kunci Jawaban	Pembahasan
1.	A	Sesuai dengan penjelasan mengenai brochure.
2.	D	Sesuai dengan percakapan.
3.	A	Sesuai dengan penjelasan mengenai leaflet.
4.	E	Sesuai dengan penjelasan mengenai banner.
5.	D	Sesuai dengan penjelasan mengenai banner.
6.	C	Sesuai dengan percakapan.
7.	B	Sesuai dengan penjelasan mengenai banner.
8.	A	Sesuai dengan penjelasan mengenai pembuatan pamflet.
9.	B	Sesuai dengan penjelasan mengenai determiners.
10.	A	Sesuai dengan penjelasan mengenai pembuatan pamflet.

DAFTAR GAMBAR

Gambar 1	2
Gambar 2	3
Gambar 3	4
Gambar 4	5
Gambar 5	6
Gambar 6	7
Gambar 7	8
Gambar 8	10
Gambar 9	15