

ABSTRACT

This aim of this study was to find out the problems and strategies in making the web brochures. To analyze the problems faced in making brochure, this report used references from Fred E. Hahn, Tom Davis, Bob Killian, and Ken Magill (2003), Peter Paula (2006). The problems found were creating the content, making the layout, and choosing the font title. This study also identifies the strategies that were used in making the web brochures. This strategies based on sources from Sabrina Francesconi (2011) and Jing Luo and Tingyu Huang (2015). There were several strategies that were used in making brochures such as using certain language, using picture and image, and writing the content.

Keyword: problem, brochures, strategies.