

## SUMMARY

**Making a Booklet as Promotional Media of Tourism Destinations in Prigen,** Miranda Maghfirotus Sholikhah, NIM F31180904, 2021, 21 pages, English Study Program, Politeknik Negeri Jember, Agus Setia Budi, S.Pd., M.Pd. (Supervisor).

The title of this final project is “Making a Booklet as Promotional Media of Tourism Destinations in Prigen”. The writer took her final project in Prigen. Prigen is one of a district in Pasuruan. Prigen has many tourism objects for example Putuk truno waterfall and De Picnic. There is a lot of tourists who visit those places to holiday also to enjoy nature. Not only tourism object, but also there is a store for buying a cake, like Pia RB in Gempol district. People choose Pia RB, because they have many flavours, good taste, and affordable prices. Putuk Truno waterfall, De Picnic, and Pia RB does not have enough promotional media. So, the writer offered to the owner to make a booklet as promotional media, because they need additional promotional media. The procedure of making booklet, the writer adopted step from Ardhianto and Purnama (2008) because it was easy to understand.

In making this final project the writer made the booklet in bilingual version (Bahasa Indonesia and English). The size of the booklet is 14,8cm x 21cm in landscape orientation. The content of the booklet was divided into three parts, started from the detailed information of Putuk truno waterfall, explaining about the history, facilities, activities, price, the picture, the location, and the contact person of Putuk Truno Waterfall. The second part was explaining De Picnic, and the content is still the same with Putuk Truno Waterfall. The third part was explaining Pia RB. Explaining the history, the kinds of pia’s flavour, the location, and the contact person. The number of pages in this product is approximately 21 pages.

The writer made the content of the booklet based on the result of the data collecting method. There were interview, observation, documentation, and audio-visual materials. The writer did the data collecting method in Putuk Truno waterfall, De Picnic, and Pia RB. The writer took the data related to the facilities,

and activities in Putuk Truno waterfall and De Picnic. Meanwhile, in Pia RB the writer took the data that related to kinds of flavour, kinds of product, and location of Pia RB. After that, the writer continue the process of making a booklet. In finishing the product the writer applied the steps from Ardhianto and Purnomo, there were identifying the problem, making a concept, making a script, and producing. The problem was the social media of Putuk Truno waterfall, De Picnic, and Pia RB did not update the latest information. The writer decided the color, layout, and outline in making the concept. For the color, the writer chose blue as dominant color, another color is white, green, and orange. The layout that chosen by the writer was landscape orientation and for the outline, the writer made this product in bilingual version (Bahasa Indonesia and English). The script was written in Bahasa Indonesia firstly then translated it into English. While in producing the writer gave the picture and the script to the editor who helped the writer in designing this product. Afterward, the product was printed in A5 paper.

In making this final project, the writer faced some problems. For example, the grammatical error, the replacement of *Negri Bambu* management, and the writer were not able to use CorelDraw. So, she hired her friend to design the booklet. The editor used CorelDraw X7 to design the booklet and the size is 14,8cm x 21cm in landscape orientation. Besides that, the writer also applied her skill in translating, because the writer made the booklet bilingual (Bahasa Indonesia and English), and her writing skill. The writer also tried her speaking skills when doing the interview and observation.