

SUMMARY

Making A Booklet As A Promotional Medium of Waterfalls in Pronojiwo Sub-District Lumajang, Leo Anggraeni Rismayanti, F31181992, 32 Pages, English Study Program, Politeknik Negeri Jember, Alfi Hidayatu Miqawati, S.Pd., M.Pd. (Supervisor)

Lumajang is a small city in East Java that has many tourist attractions. Many types of natural tourism are spread in Lumajang such as mountains, lakes, waterfalls, and beaches. One of the subdistricts that has many waterfalls is Pronojiwo subdistrict. There are four waterfalls in Pronojiwo subdistrict, such as Tumpak Sewu, Cuban Sriti, Kabut Pelangi and Kapas Biru. Every year, the number of visitors to Tumpak Sewu increases, such in 2018, the number of visitors was 28,484 people and in 2019 the number of visitors increased to 36,161 people. Meanwhile, the other three waterfalls (Cuban Sriti, Kabut Pelangi, Kapas Biru) experienced a decrease in the number of visitors from 7612 visitors at the end of 2018 to 1800 visitors in early 2019. The three waterfalls in Pronojiwo subdistrict (Cuban Sriti, Kabut Pelangi, and Kapas Biru) do not have any promotional media that provide information about the waterfalls. Promotional media are important to promote tourism objects because they can help to attract readers to come to tourist attractions. The writer decided to make a booklet as a promotional medium to help the promotion of waterfalls in Pronojiwo.

In making this product, the writer used three methods of collecting data from Creswell (2008). They are interview, documents, and audiovisual material. This booklet was written in Bahasa Indonesia and English version and consisted of three parts : opening, main content and closing. The opening consisted of front, cover, foreword, tabel of contents. The main content consisted of history, facilities, activities, address, contact person, operational hours, ticket fee, transportation and lodging. The last part closing consisted of author's name, supervisor's name, first examiner's name, second examiner's name, logo of Politeknik Negeri Jember, Copyright The size of this booklet is 21 cm x 14.8 cm with landscape orientation. This booklet was edited using Corel Draw X7.

In making this booklet, the writer adopted steps proposed by Ardhi (2013). The procedure includes determining purpose of promotion, determining media of promotion, budgeting, determining target audience, making a concept, and producing. In finishing this booklet, she found many challenges. She was found a challenge was in the process of taking data and photos. She needed a long time because she had to adjust the conditions with the PPKM. And next challenge was about grammar in the process of writing a script She must use proper grammar to be easily understood by the readers.