

ABSTRACT

Situbondo is a city riching with tourism objects like beaches, mountains, hills. Recently, the Tourism Department in Situbondo released a new tourism object are Kampung Blekok, Kampung Kerapu, and Plaza Rengganis. The tourism department has a problem with promoting their tourism objects. Based on a statement from a staff of the Tourism Department, Tourism Department has several promotional media but the promotional media has a weakness because the promotional media did not give detailed information. Then, the Tourism Department needed to make a promotional media for completed information to attract the tourist. Promotional media is media that is giving some information to people. Based on this condition the writer decided to make a promotional booklet focus on three tourism objects are Kampung Blekok, Kampung Kerapu, Plaza Rengganis. Making the promotional media booklet the writer uses methods from Ardhi which includes determining the purpose of promotion, determining the target audience, determining the promotional media, budgeting, making a concept, producing and followed by the methods of translation by Ordudari Word-for-word translation, Literal translation, Free translation.

Key Words : tourism objects, promotional media