

SUMMARY

Making a Booklet as Promotional Media of Bendungan Dam Rejo Jember, Monica Dwi Andriani, NIM F31190888, 2022, 41 pages, English Study Program, Politeknik Negeri Jember, Yuslim Ningsih, S.Pd.,M.Pd (Supervisor).

This is the final report for the "Making a Booklet as Promotional Media of Bendungan Dam Rejo Jember" project, "Enjoy Your Vacation; One Step to Nature with Dam Rejo". This final project aimed to introduce and promote both domestic and international Bendungan Dam Rejo tourism to visitors. According to the writer's preliminary study, Bendungan Dam Rejo used social media such as Instagram and Facebook to promote tourism and never had printed promotional media in the form of a booklet. So, as her final project, the writer made a booklet as promotional media for Bendungan Dam Rejo in bilingual version, Indonesian and English.

In making the booklet, the writer applied data collecting methods from Creswell (2012) to completed information about Bendungan Dam Rejo. They were interview, observation, document, and audiovisual material. In the first step, the writer interviewed the staff with asked some questions about the tourism. In second step, the writer observed the location of tourism, condition of the main attraction and facilities in Bendungan Dam Rejo. In the third step, the writer collected the information of Bendungan Dam Rejo from social media, Google Maps, and archived by staff. In the last step, the writer took some pictures related to view of Dam Rejo, facilities and main attraction in Bendungan Dam Rejo.

In processing of making booklet, the writer adapted the procedures from Agusti & Rahmah (2019): determining title and subtitle, making format or structure, finding and collecting the information, processing, and arranging the information, editing and booklet printing. This booklet was divided into three parts: opening, main contents, and closing. This opening consisted of the cover, foreword, and table of contents. The main contents of the booklet were an overview, the main attraction, facilities, ticket price, and operational hours of Bendungan Dam Rejo. In closing, there was

information related to the events that have been held, visitor testimonials, location, and contact person of Bendungan Dam Rejo.

While working on this final project, the writer learned some important things, the writer improved her ability to communicate with others when interviewing tourism staff. The writer also improved her ability to translate and write the booklet script when composing the script. Finally, the writer completed this final project. The writer hopes that this booklet can help Bendungan Dam Rejo tourism to promote and give visitors detailed information about the tourism object to increase the target market of Bendungan Dam Rejo.