

SUMMARY

Making a Promotional Booklet of Tape 31 Jaya Souvenir Shop Bondowoso, Ilham Fahmi, F31191674, 2022, 47 pages, English Study Program, Politeknik Negeri Jember, Yuslaili Ningsih, S.Pd., M.Pd. (Supervisor).

Tape 31 Jaya is a souvenir shop located in Bondowoso. Tape 31 Jaya Souvenir Shop sells Tape and other snacks made from Tape. In promoting their products, the owner of Tape 31 Jaya Souvenir Shop, promotes through social media Facebook and Instagram. To assist the promotional activities of Tape 31 Jaya Souvenir Shop, the writer made a promotional booklet, which is become a media to promote the product of Tape 31 Jaya Souvenir Shop. Making this booklet is the need of the owner for printed media which is very useful in offline promotional activities in Tape 31 Jaya Souvenir Shop because the booklet includes information about this shop.

To support this final project, the writer also studied literature related to tape, souvenir shop, promotional media, promotional booklets, procedures of making booklets, and bilingualism. It's needs to be done, so that the booklet can be made according to the purpose, namely as a promotional media of Tape 31 Jaya Souvenir Shop. The writer was applied his understanding of some literature when making this final project.

The title of the booklet is "The Authentic of Tape 31 Jaya Souvenir Shop Bondowoso". The booklet consists of three parts. There are opening, main content, and closing. In the opening part, there are information about Tape 31 Jaya Souvenir Shop Bondowoso in general such as foreword and overview and history. In the main content part, there is information about the products of Tape 31 Jaya Souvenir Shops Bondowoso, such as the original products and the other products that produced by other producers. In the closing part, there are some information about customer testimonials, a location map, and the hotline of Tape 31 Jaya Souvenir Shop Bondowoso. The size of this booklet is A5 (21 cm x 14.8 cm). In making booklet, the writer adopted the procedure of Arin (2009), she stated that there were

ten steps to making a booklet, those were: defining the idea, focusing on the idea, making a booklet outline, writing a booklet, reviewing the writing, improving the writing, revising, editing, designing a booklet, and binding. To collect the data of this final project, the writer used four steps to collect data there are interviews, observation, documentation, and audiovisual material.

The booklet has complete information about Tape 31 Jaya Souvenir Shop Bondowoso. The booklet has an attractive design, interesting theme, and colorful pictures. So that the reader would be interested in reading the booklet. The promotion booklet will reach for direct selling, certain events, and exhibitions. The price list in the booklet can be changed by the time. However, the writer already has had the soft file of the product to be e-booklet, and the price list should be updated. Booklets can only be used for offline promotion activities. However, because e-booklets are also available, this is a challenge that must be done to take advantage of by disseminating this e-booklet using currently developing technologies, such as social media.

The writer gets many benefits in doing this final project, such as improving writing skills, translation skills, and communication skills. The writer got the opportunity to apply communication skills with the owner and supervisor in doing this final project. The writer increased his ability to compose the script of the booklet. In addition, the writer boosted his inventiveness in the booklet's design concept. The writer also had knowledge about Tape 31 Jaya Souvenir Shops Bondowoso.