

SUMMARY

Making a Video as Promotional Media of Flower Tourism in Batu, Tarisya Nur Windari, F31192065, 2022, 46 Pages, Language, Communication and Tourism Department, Politeknik Negeri Jember, Julien Arief Wicaksono, S.Pd., M.Pd. (Supervisor).

This is the report of final project entitled “Making a Booklet of Flower Tourism in Batu” entitled “Batu Flower Tourism: Sidomulyo Flower Mall”. The aim of this final project was to improve the quality of tourism in Batu promotion, increase tourist visits, and help tourists find information about Sidomulyo Flower Mall easily. Based on the preliminary study, Dinas Pariwisata Kota Batu needed a promotional booklet of Sidomulyo Flower Mall in both English and Bahasa Indonesia. In this case, the writer made a booklet for Sidomulyo Flower Mall promotional media as her final project.

To finish this final project, the writer used some procedure that was proposed by Dewi et al. (2020), who stated that there are five steps of making a booklet. Those steps are called (ADDIE) analyzing, designing, development, implementation, evaluation. And the writer also adapt publishing step from Irawati (2013). In process of making a booklet, the writer prepared hardware and software requirements, wrote a script in Bahasa Indonesia based on the results of the data collecting process, translated it into English, and made a concept design. The writer designed the booklet by herself with her skills in editing and photograph. After the booklet design is done, the writer printed the booklet in A5 paper size (21 cm x 14,8 cm) and also inputted the e-booklet qrcode in the printed booklet.

The writer faced various challenges throughout the process of making booklet. One of them is the photos used has large size and big resolution. It made the resolution of photos inserted into a layout decreased automatically and blurred. The writer also faced bad and erratic weather because Batu is a highland where the weather tends to be cold, cloudy and often rains. Then, the writer had to be able to determine the best angle, so that she could capture brighter photos.

The writer also discovered a few things while working on this final project. The writer learned about many kinds of ornamental plants, characteristics, and treatments during the collecting data process. She also learned about techniques in taking photo. It started from choosing the angle and setting the camera ISO to get better photo results.