

SUMMARY

Making a Promotional Booklet of Lumajang Traditional Dances, Avinia Prismantikasari, F31190586, 2022, 60 Pages, Language, Communication and Tourism Department, Politeknik Negeri Jember, Asep Samsudin, S.Pd., M.Li (Supervisor).

This is the report of final project entitled “Making a promotional booklet of Lumajang traditional dances”. The final project made be help Lumajang Tourism and Culture Department to promote Lumajang culture especially in traditional dances, and help the readers to get information about four Lumajang traditional dance (*Godril, Jaran Slining, Topeng Kaliwungu, and Glipang Rodat*). Lumajang has unique and attractive traditional dances but the existing information is difficult to find both from digital and printed media, it can be seen from the reason they came to dance festival and they are curious about the dances but there is no supporting information from any sources. In this case, the writer made a promotional booklet of Lumajang traditional dances for her final project.

In this final project, the writer collected data by doing observation, interview, documents, and audio-visual material. In the observation step, the writer got information about sustainability and costume used for Lumajang traditional dances. From the interview, the writer got information about the preservation, history and characteristics of the four traditional dances (*Godril, Jaran Slining, Topeng Kaliwungu, and Glipang Rodat*). In documents step, the writer got data from Lumajang Tourism and Culture Department archive such as journals, articles, and proposals. In audio-visual material, the writer took photos to fill in all the concepts from the booklet. In making a booklet, the writer used procedure that was proposed by Diri & Marlina (2019) who state that there are four steps of making a video. Those steps are data collecting, product planning, manufacturing product, and product trial results.

The booklet title in this final project is "The Beauty of Lumajang Traditional Dances. The booklet design is a solid pastel theme and use persuasive and informative sentences that came from the the result of data collecting methods and consisted of 24 pages. There are three parts in the booklet product, which are opening, main content, and closing. The opening part explains about the overview of Lumajang traditional dances. The main content part describes four Lumajang

Traditional Dances (*Godril, Jaran Slining, Topeng Kaliwungu, and Barong Cokot*). The last part provides about the contact information of Lumajang Tourism and Culture Department.

In finishing this final project, the writer faced some difficulties and challenges. The writer found the difficulties in looking for a dancer model for a photoshoot. The writer tried to contact some dancers in Lumajang but it was rejected several times. The writer took so much time and effort to hire the dancer model. Another difficulty is in writing the script because the writer had to consider about the grammar and sentence structures to make a clear explanation of the booklet content. The writer also learned how to create promotional content and design by providing good quality content and design so that the readers can be interested in the product.