

SUMMARY

Making a Booklet as a Promotional Media of Wisata Kajer Asri Café and Resto, Fatin Ayu Wati, F31191635, 2022, 32 Pages, Language, Communication and Tourism Department, Politeknik Negeri Jember, Alfi Hidayatu Miqawati S.Pd., M.Pd. (Supervisor).

This is the report of the final project entitled “Making a Booklet as a Promotional Media of Wisata Kajer Asri Café and Resto”. The purpose of this final project was to improve the quality of tourist attraction promotion. The booklet provided complete information about Wisata Kajer Asri Café and Resto. The owner of Wisata Kajer Asri Café and Resto wanted to introduce his tourist attraction for local and foreign tourist. She said that she required a booklet created in a bilingual version, English and Bahasa Indonesia as a new promotional media for Wisata Kajer Asri Café and Resto to help the promotion and to give comprehensive information about his tourist attraction.

In making the booklet, the writer used eight steps. They were brief client, observation, interview, documents, audiovisual materials, brainstorming, design process, and finishing. In the first step, the owner of Wisata Kajer Asri Café and Resto provided brief information about his tourist attraction to the writer. Then, the writer determined the specifications of the product made. In the second step, she conducted an observation to obtain concrete data directly in the field. She conducted the observation at Wisata Kajer Asri Café and Resto. She observed the location, facilities available and the activities carried out by visitors. In the third step, she conducted offline interview to ask directly about his tourist attraction. In the fourth step, she collected several photos owned by the owner. She took some photos from Instagram and Facebook and also data from Google Map related to the location of Wisata Kajer Asri Café and Resto. In the fifth step, she took some pictures by herself and hired editor to help her in designing the booklet. In the sixth step, she made Indonesian script and the script was translated into English after he finished all the

feedbacks given by the owner and supervisor. In the seventh step, she hired editor to help her in making booklet. After that, the booklet was reviewed by the owner related with the information and supervisor related with design. In the last step, the writer printed the booklet on A5 paper (14.8 cm x 21 cm) for three copies to be used in examination. After the booklet was revised based on the feedbacks given by the examiners, she printed two copies to be given for English Study Program of Politeknik Negeri Jember and the owner of Wisata Kajer Asri Café and Resto. She also gave the e-booklet in PDF version to the owner.

The writer faced several challenges when making this final project. The first challenge was writing the script because she needed to use good and correct grammar. Therefore, she searched for more references and studied harder about it. The second challenge was communicating with the owner. However, to solve this problem, the writer came directly to Wisata Kajer Asri Café and Resto. The last challenge was designing the booklet because she had no experience on it. Therefore, the writer hired editor to help her in making the booklet.

The writer also learned new things while working on this final project. She learned about how to make interesting script for the booklet. She improved her communication skill when interacting with the owner, supervisor, and editor.

The writer had several suggestions for the owner of Wisata Kajer Asri Café and Resto and English Study Program. For the owner of Wisata Kajer Asri Café and Resto, he should create or upload content on his social media accounts more often. She also suggested the owner to take advantages of some of the less exposed corners of his tourist attraction by adding facilities, such as a gazebo or an aesthetic photo spots. English Study Program should add classes related to design graphics because these skills could help the students in making final project especially making a booklet and also could help the students in a workplace.

