

SUMMARY

Making A Promotional Booklet for Goatzilla Farm Senduro, Lumajang, Ananta Dwi Kurniarinar, NIM F31191920, 2022, 35 pages, English Study Program, Politeknik Negeri Jember, Titik Ismailia, S.Pd., M.Pd. (Supervisor).

Tourism is one of sector that has given impacts to many countries in the world, especially Indonesia as a country with various attractive floras and faunas. Indonesia has also increased their presence in the market. Due to this significant growth of the tourism, there are various new types of and one of the popular one is agritourism. One of agritourism in Indonesia is Goatzilla Farm, which already becomes a tourism object that is engaged in the sector since 2015. The writer conducted preliminary study about the promotional media in Goatzilla Farm. The result of the preliminary study showed that the visitors of Goatzilla Farm also come from abroad and they uses social media to promote their services. Goatzilla Farm has no printed media to inform about the promoted product, so the writer offered to create a promotional booklet for the company and they agreed with it.

In making the promotion booklet, the writer had to collect more data about the company. The writer used the data collecting methods proposed by Creswell (2009). Those are interview, observation, documents, and audio-visual materials. In the interview, the writer collected data related to the meaning of Goatzilla Farm, history, tourism products, the price of entrance ticket, dairy products and its price, achievements, and contact of the company. In observation, the writer observe about the facilities, products, and activities in Goatzilla Farm. The writer collected documents from the manager and the social media about the profile of Goatzilla Farm, the photos of goat milk products, tourism activities, the price of the food and beverages in Goatzilla Farm Café, the graph of products and services, maps, routes, and testimonials from the customers. The writer took audio-visual materials of some goat milk products and facilities in Goatzilla Farm. These data were used to make the booklet for the company.

After getting the data needed, the writer continued to make the booklet using the steps proposed by Marlina (2019). There are four steps in making the booklet, which are needs analysis, product planning, production process, and products testing. The first step was done during the preliminary study which was determining the needs of the company by conducting interview with the manager. In product planning, the writer did three activities in this step. Those were creating the outline, making the concept of the booklet, and creating the script. In the third step, the writer contacted the editor to create the design of the booklet. Finally, in the product testing step, the writer asked for feedback to ten customers at Goatzilla Farm and revised the booklet based on the feedback provided.