

SUMMARY

Making a Booklet as Promotional Media of Grand Harvest Resort and Villas Banyuwangi. Elsa Nadia Utami, NIM F31192162, 2022, 68 Pages, English Study Program, Politeknik Negeri Jember, Nila Susanti, S.S., M.Pd. (Supervisor)

The product of this final project is a booklet entitled “Making a Booklet as Promotional Media of Grand Harvest Resort and Villas Banyuwangi.” The writer conducted this final project for eight months started from January 2022 until August 2022. It was made to help Grand Harvest Resort and Villas promote their product. To get information about Grand Harvest Resort and Villas, the writer conducted a preliminary study. In the preliminary study, the writer asked permission to make a promotional media booklet as the final project at Grand Harvest Resort and Villas. The booklet is a printed media that can be reached by all people, from the young to the elderly, especially for visitors of Grand Harvest Resort and Villas who cannot access the internet.

To fulfill this final project, the writer collected data from Grand Harvest Resort and Villas by doing an interview, observation, documents, and visual – material. The result of these data collecting methods was contained in the booklet. The booklet contained 38 pages on A5 size paper. The booklet is divided into three parts. The first part of the booklet contains the cover, table of contents, foreword, and overview of Grand Harvest Resort and Villas. Then the second part contains information about the rooms, facilities, resort activities, and tourist attractions in Banyuwangi. The last part includes reviews of guests who have stayed at Grand Harvest Resort and Villas through a travel agent application, the location, contact information, social media, and maps of the location. The booklet is also completed with pictures of each product so that guests can see the images.

In making a booklet, the writer adapted the procedure of Noshima. In Noshima’s procedure, there were four steps those are selecting objects, content writing, collecting pictures, and designing a booklet. The writer made a booklet in two

languages, Indonesian and English. The booklet was designed using Canva Application.

In finishing this final project, the writer faced many challenges in the process of making this product, especially in conducting interviews and the process of making scripts. The writer had to adjust the schedule between the writer and the hotel manager. For making the script, the writer experienced many errors in translating, choosing the right language, and grammatical writing. In addition, the writer also has difficulty adjusting the time with the hotel to take pictures of each type of room available. Therefore, in doing this final project, the writer gets many benefits, especially in improving her design skill, communication skills, and translation skill. Hopefully, this booklet can help Grand Harvest Resort and Villas to give complete information to the visitor.