

SUMMARY

Making a Booklet as Promotional Media of Agrowisata Kebun Al-Qur'an Kaliploso Banyuwangi, Dewi Nur Hamidah, NIM F31192031, 2022, 30 pages, English Study Program, Politeknik Negeri Jember, Vigo Dewangga, S.S., M.Pd. (Supervisor).

The title of this final project is “Making a Booklet as Promotional Media of Agrowisata Kebun Al-Qur'an Kaliploso Banyuwangi”. Agrowisata Kebun Al-Qur'an is a new tourist destination located in Kaliploso Village, Banyuwangi Regency. It has a unique concept and provides education about Al-Qur'an through horticulture crops cultivated in it. Many tourists, locals and foreign tourists visit this place. Based on the preliminary study conducted by the writer, the owner of Agrowisata Kebun Al-Qur'an stated that it only has several promotional media, such as Instagram (@akakaliploso) and Facebook (AKA Kaliploso), which only show pictures of tourists' activities and do not provide details such as facilities and price of tickets. The less informative the promotional activities on social media make it difficult for tourists to get information about Agrowisata Kebun Al-Quran. Thus, the owner needs a booklet as promotional media that provides complete information about Agrowisata Kebun Al-Qur'an.

The writer made the content of the booklet based on the result of the data collecting method. The writer applied four methods of data collection such as interview, observation, documents, and audio-visual material. The booklet created is entitled “The Pride of Kaliploso: Agrowisata Kebun Al-Qur'an”. In the process of making the booklet, the writer followed the procedure of making a booklet by Agusti & Rahmah (2019). They are determining the title and sub-title of the booklet, creating a booklet format or structure, finding and collecting information, processing the information, arranging the information, editing, and printing the booklet.

The writer made the booklet in a bilingual version (Indonesian and English). The content of the booklet is divided into three parts. The first part is the opening, which contains the front cover of the booklet, foreword, and table of

contents. The second part is the body that contains information related to the history, facilities, activities, operational schedule, and price list. The last part is the closing which contains the back cover of the booklet, visitor testimonials, contact information, address, and location map of Agrowisata Kebun Al-Qur'an.

In doing this final project, the writer has strengths, weaknesses, and challenges. The writer can communicate and cooperate well with the editor. The writer can also make a booklet layout using a laptop to make it easier for the editor to understand the writer's ideas. Besides, the writer also faced some difficulties related to script writing. She had to consider grammar and sentence structure to produce a good quality script. Therefore, the writer not only consults about this problem with the supervisor but also used the help of the Grammarly application. Thus, the writer also learned how to write a script with correct sentence structure and grammar. The writer also faced problem in booklet designing because she lacked in design skill, so she had to hire a professional editor. In addition, the writer also learned how to edit some low-quality photos into good-quality photos.

The printed booklet can be used when participate in tourism event and distributed to the visiting tourist. The soft file form of the booklet can be uploaded on social media of Agrowisata Kebun Al-Qur'an to expand the reach of tourists. Thus, the writer also hopes that the product of this final project can help the owner to promote Agrowisata Kebun Al-Qur'an and attract more tourists to visit this tourist attraction. Furthermore, the writer hopes this report of final project can be used as a reference in making a similar final project product, a booklet, for students of the English Study Program.