

SUMMARY

Making a Booklet as Promotional Media of Gumuk Watu Wuluhan Jember, Fani Ari Prasetya, F31191773, 2022, Pages, Language, Communication and Tourism Department, Politeknik Negeri Jember, Suyik Binarkaheni, S.Pd., M.Li. (Supervisor).

Final Project entitled "Making a Booklet as Promotional Media of Gumuk Watu Wuluhan Jember". According to the writer's preliminary study, Gumuk Watu is a tourist spot that offers the beauty of its natural charm and the concept of educational tourism. The owner wants Gumuk Watu to be better known by the wider community, both local and foreign. Gumuk Watu has social media such as Instagram and Facebook to promote it to the public. However, on social media, Gumuk Watu only has images. Therefore, after discussing with the owner, the writer offered to make a bilingual version of the booklet as a new promotional medium for Gumuk Watu and the contents of the booklet were also used as content on social media that Gumuk Watu previously had.

To complete this final project, the writer used four methods to collect data which include interviews, observations, documents and audio-visual materials. And for the process of making booklets, the writer used the method from Diri & Marlina (2019). He explained that the process of making booklets must be carried out in four steps which include need analysis, product planning, production process, and product testing.

In doing this final project, the writer faced several challenges. The first challenge was the difficulties of the writer in conducting an interview with the owner, he made an appointment and have to meet him at the place he wanted. The second challenge was that he doubted that the booklet was made is less attractive to visitors. Therefore, he tried his best to make his booklet as good as possible.