

## SUMMARY

**Making a Booklet as a Promotional Medium of SpedaKita Rental Agent in Situbondo.** Enggar Maulana Ardiansyah, NIM F31192080, 2022, 35 pages, English Study Program, Politeknik Negeri Jember, Nodistya Septian Indrastana, S.S., S.Pd., M.Pd. (Supervisor).

The title of the final project is “Making a Booklet as a Promotional Medium of SpedaKita Rental Agent in Situbondo. The booklet was made to help SpedaKita promote its business both online and offline by providing detailed information about SpedaKita. The booklet is available in a bilingual version, Indonesian and English.

In making the booklet, the writer used four methods of data collection. They are interview, observation, documents, and audiovisual material. The results of the data collecting methods were provided in the content of the booklet. The booklet was divided into six parts consist of front cover that contains the title of the booklet, front pages that contains the table of contents and foreword, introduction that contains overview and history of SpedaKita, the body which contains the services that Spedakita offered include with the price and the facilities, closing that contains the location and the contact person of SpedaKita, and the last part is back cover

During the process of collecting data, the writer experienced several challenges and difficulties. One of challenges the writer experienced was the writer has difficulty to meet and discuss with the owner directly. It is because the location of SpedaKita that far from the writer’s location. It is also because the owner was so busy and difficult to find a perfect time to meet directly. In the end, the writer still managed to make and arrange the final project. It is hope that the booklet will help SpedaKita to get more attention from either domestic or international tourists.