

## SUMMARY

**Making Booklet Company Profile of Indonesian Coffee and Cocoa Research Institute Jember**, Fauzi Tito Pambudi, F31182201, 2021, 34 pages, English Study Program, Politeknik Negeri Jember, Renata Kenanga Rinda, S.Pd., M. Pd (Supervisor)

Coffee is one of the world's commodities which is cultivated in more than 50 countries. Two species of coffee trees are generally known, namely Robusta Coffee and Arabica coffee (Afriliana, 2018). Cocoa is one of the plants whose processed products can be used as ingredients for chocolate drinks and the skin can be used as the main ingredient for making cosmetics.

Jember Regency is also an educational tourist spot for the Coffee and Cocoa Research Center in Indonesia, in this case is also called Puslitkoka (Sadiyah, et. al., 2020). Within 18 months, Puslitkoka has been visited by 624 people and has become an alternative tourist attraction for the people of Jember and its surroundings. Through, promotional media in the form of bilingual booklet. It is purposed to promote and make them more popular.

In this final project, the writer made a booklet in bilingual version (Indonesia and English) with procedures from Diri and Marlini (2019) there are doing needs analysis, designing the product, and producing the product. The writer hopes this project can give more information not only refers to the local but also the foreign tourists.

Moreover, by finishing this final project the writer gave suggestion for English Study Program, and for Coco Park Puslitkoka Tourism Area. For English Study Program, the writer suggested English Study Program to able to apply grammar and translation skill on writing skill, and also able to improve knowledge about computer program in making booklet as promotional media. For the Management of Puslitkoka, can use this Puslitkoka Company Profile Booklet as a promotional media product that can help customers understand the tour package services offered by Puslitkoka.