

SUMMARY

Making a Booklet as a Promotional Media of Bumi Tani Sawahrojo Eco Farming Tourism Place Batu, Kharisma Ayu Firani Subiantoro, F31192317, 2022, 63 Pages, English Study Program, Politeknik Negeri Jember, Enik Rukiati, S.Pd.,M.Pd. (Supervisor).

A booklet with the title “Bumi Tani Sawahrojo Art Farming and Healthy Food” is the product of the final project. The booklet for Bumi Tani Sawahrojo was made by the writer and had the purpose of helping the founder solved the problem at their promotion. This booklet used bilingualism, and it also helped Bumi Tani Sawahrojo in promoting their place and the product in the domestic community also Internasional. Bumi Tani Sawahrojo is located in Batu city. They have products such as organic vegetables, hydroponic vegetables, fruit plants on pottery, and healthy foods.

Making the booklet for Bumi Tani Sawahrojo was applying procedures from Marlini (2019), Novita & Ananto (2016). In their steps, there are three big points such as (1) Process Before Writing, (2) Process of Writing, (3) After Writing. A detailed description of the procedure was explained in chapters three and four. This final project used the data collecting method by Creswell (2012). The methods are observation, interview, document, and audio-visual material. A booklet for Bumi Tani Sawahrojo was made in the size 15x21 cm, and the total of pages of this booklet is 33. There are three-part in this booklet such as opening, body, and closing. In the opening, there is front cover that has a green cover with the logo of Bumi Tani Sawahrojo and Shining Batu. Moreover, in the opening, there are foreword and table of content. Further body, In the body of the booklet Bumi Tani Sawahrojo there is main content that provides information on the background of Bumi Tani Sawahrojo and their products. And the last is the part of closing. In this part, there are testimonials and a back cover with copywriting. The booklet for Bumi Tani Sawahrojo has strengths.

The booklet for Bimi Tani Sawahrojo is promotional media that can be promoted to the target, and the content of the booklet attracts tourism with information about the history of Bumi ix Tani Sawahrojo and their products. Further, this booklet used bilingualism (Bahasa Indonesia and English) which can attract international customers to read this booklet, and the last the design of the booklet is elegant and easy to understand. And then the weakness is that the product is printing media. Even though they have an E-booklet, they cannot change the content directly. And the last is about the challenges for the writer. The writer needs an editor and photographer, so the writer should hired a photographer and editor to finish the final project. Moreover, the writer has many problems in terms of revision, such as a broken laptop and struggled with grammar. In this final project, the writer taught how to produce a booklet as promotional media, and the writer improves her skills in writing the proposal or the script and translating the script.