

## SUMMARY

**Making a Booklet as Promotional Media of Bermi Ecopark PT. YTL in Probolinggo**, Seto Nurdianto, F31190371, 2022, 22 Pages, Language, Communication and Tourism Department, Politeknik Negeri Jember, Nila Susanti S.S., M.Pd., (Supervisor).

Final Project entitled “making a Booklet as promotional media of Bermi Ecopark PT. YTL in Probolinggo”. Probolinggo is one of the cities in east Java. The city of Probolinggo is known as the city that has a good panorama. Bermi Ecopark is a lake-tourism spot that is also equipped with playgrounds. Currently, Bermi Ecopark tourism is actively operates and opens for tourists. Based on the result of interview that the author did with the manager of Bermi Ecopark, the writer got information that promotional activities carried out only using social media in the form of Instagram @bermi\_ecopark and Facebook BERMI\_indah accounts, in which there is not complete information about tourism activities. Therefore, the author will make a promotional media in the form of a booklet that contains complete information about Bermi Ecopark. E-Booklet is an electronic-based pocket book that is attractive and easily accessible to all local people and foreigners who go on vacation to Indonesia and Booklet is a book that is usually used as a medium to display various products and services of a company. Promotional media are important to promote tourism objects because they can help to attract readers to come to tourist attractions.

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 Arin (2009) idea or ideas, focus on ideas, outline booklet, writing a booklet, review the booklet, improving the booklet, revising the booklet, editing desig the layout of the booklet, binding.

The writer is coming –directly to the Bermi Ecopark tourism and do interview with Bermi Ecopark tourism manager. The author gives several questions related to the beginning of the establishment of the tour, the types of rides, and the facilities provided in the Bermi Ecopark tourism. First the author asked about the beginning of the establishment of Ecopark tourism. Second is about what tourist attraction are in the ecopark tourism, the third The author asks about the rides that

are most in demand by tourists.

The writer has completed the final project as one of the graduation requirements in the English Diploma 3 Study Program. And the author many benefits in working on this final project, including: improve writing skills, translation skills, communication skills, and computer skill. This booklet is expected to be useful to increase tourists visiting Ecopark tourism and promote new tourism.