

SUMMARY

Making a Booklet as Promotional Media of Jaran Goyang Waterfall in Probolinggo, Muhammad Ryanto, F31190353, 2022, 56 Pages, Language, Communication and Tourism Department, Politeknik Negeri Jember, Adriadi Novawan, S.Pd.,M.Ed. (Supervisor).

Final Project entitled "Making a Booklet as Promotional Media of Jaran Goyang Waterfall in Probolinggo". According to the writer preliminary study, Jaran Goyang Waterfall is a historical tourists spot that is not well known by local and foreign, offering the beauty of its natural charm and the historical story behind this waterfall. The owner wants this Jaran Goyang Waterfall to be better known by the wider community, both local and foreign. Jaran Goyang waterfall has social media such as Instagram and Facebook to promote it to the public, but on social media this Jaran Goyang Waterfall only explains briefly about the natural tourism of the Jaran Goyang Waterfall and also includes photos or pictures that are quite old. After discussing with the owner, the writer offered to make a bilingual version of the booklet as a new promotional media for this Jaran Goyang Waterfall and the contents of the booklet were also used as contents on social media previously owned by this Jaran Goyang Waterfall.

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

In doing this final project, the writer faced several challenges. The first challenge is that when conducting an interview with the owner, the writer has to contact the staff or subordinates of the owner because the owner is also the village head of Guyangan village and has to meet the owner where the owner wants him to be. The second challenge, the writer also doubts that the booklet made is less attractive to visitors and also to the owner. The writer tries his best to make the booklet has an attractive design with the right color selection.