

SUMMARY

Making A Booklet As Promotional Media For KUB Lumba-Lumba Payangan Jember, Intan Permata Sari, F31161785, 2019, 40 pages, English Study Program, Politeknik Negeri Jember, Cholimatus Zuhro, S.Pd., M.Li. (Supervisor).

This is the final project report entitled "Making a Booklet As Promotional Media For KUB Lumba-Lumba Payangan Jember". This project was created because KUB Lumba-Lumba Payangan Jember, so they needed promotional media in the form of promotional Booklet. In addition, they have difficulty making media promotional for they kind of tourism object. In making this thesis, the author need supporting data to complete this thesis and the author conducted interview, observation, documentation, and audiovisual material.

Making a booklet as a promotional media for KUB Lumba-Lumba Payangan Jember was the writer final project that was aimed to introduce its product to the tourist who want to try and to know information about KUB Lumba-Lumba. KUB Lumba-Lumba located in the south of Jember city which concided at Dusun Watu Ulo, Desa Sumberejo Payangan, Kecamatan Ambulu, Kabupaten Jember. This KUB Lumba-Lumba have three kind tourist object mangrove planting,banana boat and river tubing. In making the booklet, the writer also put pictures to make it interesting. The booklet was not only for local tourists but also for foreign tourists. This booklet was written in bilingual Bahasa Indonesia and English version.

The booklet of KUB Lumba-Lumba consisted of four parts (excluding front cover, foreword, table of content, and back cover). The first part of this booklet contained information about KUB Lumba-Lumba in general such as history and establishment of KUB Lumba-Lumba. The second part of this booklet mentioned and explained about kinds of KUB Lumba-Lumba products tourist object. In the third part, the third part writer was contact person. It consisted of the contact person,and address. In the fourth part, the writer showed detail location of KUB Lumba-Lumba

based on Google maps images. KUB Lumba-Lumba had one media of promotion. They are only video on youtube.

In completing this booklet, the writer found many difficulties and challenges. The author has encountered a problem while creating booklet scripts. The writer needs to learn about how to write a good promotional booklet script. In addition to some problems in making promotional booklet, the writer also gets several benefits, such as translating skills and writing skills especially.