

SUMMARY

Making a Booklet as Promotional Media of YND Holiday Tour and Travel, Ratih Finalia, NIM F31170785, 2020, 21 pages, English Study Program, Politeknik Negeri Jember, Yuslaili Ningsih, S.Pd., M.Pd (Supervisor).

This is the report of the final project entitled “Making a booklet as Promotional Media of YND Holiday Tour and Travel”. The project was made because YND Holiday Tour and Travel needs a promotional media that is easy to made and brought, and give the complete information also. Because of that, I as the writer helped the owner of YND Holiday Tour and Travel by making a promotional booklet for YND Holiday Tour and Travel.

In making this final project, the writer collected the data to complete her final project. The writer did interview, observation, documents, and audio-visual material. The title of the booklet is “Wonderful YND Holiday Tour and Travel”. This booklet consists of five parts, the first part was overview of YND Holiday Tour and Travel in general, such as short history and establishment. The second part was product and services offered. The third part was tour packages offered. The fourth part was photos gallery and customers testimonies of YND Holiday Tour and Travel services. The fifth was contact person and location, which consisted of telephone number, website, Instagram, address and captured location from Google Maps.

This booklet was written in bilingual, Bahasa Indonesia and English. The size of booklet is 21x15 centimeters in landscape. It was edited and designed by Corel Draw X7. The writer adapted six steps from Ardhi (2013) they are, determining the purpose of promotion, determining the target audience, determining the promotional media, budgeting, making a concept, and producing.

The writer writer faces some difficulties, especially when collecting the idea to make the script. The writer needed to read a lot to get idea to write the script. Furthermore the writer also had struggle in translating the script.