

SUMMARY

Making A Booklet as A Promotional Media of Keripik Pisang UD Raja Rasa Pasrujambe, Lumajang, Dita Indah Sari Aprillia, NIM F31172036, 2020, 35 pages, English Study Program, Politeknik Negeri Jember, Asep Samsudin, S.Pd., M.Li (Supervisor).

This is the report of final project entitled “Making A Booklet as Promotional Media of Keripik Pisang UD Raja Rasa Pasrujambe, Lumajang”. The project was made because UD Raja Rasa needed promotional media in the form of a booklet to introduce and attract many customers. So, I as the writer helped the owner of UD Raja Rasa to make a promotional media.

In making this final project, the writer needed supporting data to complete this final project. The writer did interview, observation, documents, and audiovisual material. The booklet of UD Raja Rasa consisted of three parts. The first part was the overview of UD Raja Rasa, this overview told about the meaning of the name “Raja Rasa” and their selling system. The second part was the content, it explained about the main information of UD Raja Rasa, such as kinds of banana fruit, process of making banana chips, kinds of flavours, pricelist and testimonies. The third part was the contact person of the owner and the location based on Google Maps.

This booklet was written in bilingual, Bahasa Indonesia and English. The size of booklet is 21 x 15 cm in landscape orientation. This booklet was made by using Corel Draw X7 application. The writer adapted steps from Ardhi (2013) for the procedure of making a booklet. There were determining the purpose of promotion, determining the target audience, determining the promotional media, budgeting, making a concept and producing.

In finishing the project, the writer found many difficulties while making the script. The writer learned a lot of information about booklet concept, especially for food booklet. She also found difficulties in translate the language into English. However, the writer got new knowledge about Banana Chip Business, especially how to produce banana chips.