

SUMMARY

Making a Booklet as a Promotional Media of Ayu Trans Tour and Travel - Banyuwangi, Ellok Dwi Anggraini, F31170936, 2020, 58 pages, English Study Program, Politeknik Negeri Jember, Agus Setia Budi, S.Pd., M.Pd. (Supervisor).

This is the report of the final project entitled “Making a Booklet as a Promotional Media of Ayu Trans Tour and Travel - Banyuwangi”. This project was made because Ayu Trans Tour and Travel needed a promotional media in the form of booklet because customer can get the information about their services and their product easily.

Promotional media is a tool that can help in showing the existence of the company to the customer, promotional media provide the information that company want to deliver to the customers. There are many kinds of promotional media used by a company in promoting their company and product of the company. Booklet is one of the promotional media which is widely used by company. Booklet is a printed promotional media which contains detail information and picture to promote product or company. As a promotional media, there is a characteristic of a good booklet. They contain relevant information, contain detail information about product or company, and contain clear information with supporting picture.

In making this final project, the writer did interview, observation, documentation, and audiovisual material for collecting the supporting data. In making the booklet, the writer steps from Ardhi (2013) for the procedures of making booklet. There were determining the purpose of promotion, determining the target audience, determining the promotional media, budgeting, making a concept, and producing.

The booklet of Ayu Trans Tour and Travel consist of four parts. The first part of this booklet contains the information about Ayu Trans Tour and travel in general such as history and establishment of Ayu Trans tour and Travel. The second part of this booklet mention and explain about the services and tour packages. In the third part of this booklet, the writer showed the customer’s testimonies of Ayu Trans Tour and Travel. In the fourth, the writer mentions the contact person of Ayu Trans

Tour and Travel, it is consisted of the contact person, address, personal email, and instagram account address. This booklet is written in bilingual, Bahasa Indonesia and English. The size of booklet is 21 centimeters x 15 centimeters by using CorelDraw X7.

In finishing this booklet, the writer had some difficulties and challenges. The writer found a problem when making script of the booklet. The writer learned to write and arrange script of booklet content with the help of her supervisor. The writer also got an advantages like she can learn a new skill to make a design concept in making a booklet.