

SUMMARY

Making an E-Booklet as Promotional Media of Kusuma Indah Tour and Travel, Muammar Falah Robbani, F31180238, 2022, 55 pages, English Study Program, Politeknik Negeri Jember, Titik Ismaila, S.Pd., M.Pd, (Supervisor).

The report of the final project entitled making a e-booklet as a promotional media of Kusuma Indah tour and travel. The title of the e-booklet is “Making an E-Booklet as Promotional Media of Kusuma Indah Tour and Travel”. The project was created because the owner of Kusuma Indah Tour need a promotion booklet that could be uploaded in their social media.

This booklet promotes the tour packages in social media such as Instagram (IG) with the address is @kusumaindah tour. Kusuma Indah tour and travel did not have a media promotion that explain the tour package in detail. The e-booklet wrote in bilingual, English and Bahasa Indonesia. It provides complete information about the tourism packages. This e-booklet is in 2 languages that is expected to attract customers both domestic and foreign.

In making this final project, the writer conducted some data collecting method namely: documentation, interview and observation. The writer also applied Urip (2013) proedure in making the product. The procedures consist of determining the booklet content, determining the shape of the booklet, preparing content of the booklet, printing and publishing.

Finally, the challenges that encountered while conducting this final project are encouraged confidence eventhough it required a lot of time and effort. Hopefully, the e-booklet would be quite helpful for Kusuma Indah Travel in attracting tourists to use their product.