

SUMMARY

Making A Company Profile Booklet of Pesona RAIA tour, travel & event organizer, Diana Ismi Rahmawati, F31160324, 2019, 46 pages, English Study Program, Politeknik Negeri Jember, Nila Susanti, S.S, M.Pd. (Supervisor).

This report of the final project entitled “Making A Company Profile Booklet of Pesona RAIA tour and travel”. This report was made because they just had facebook, Instagram, website, and twitter as their promotional media, they needed other promotional media in the form of a booklet and it could help the customer to get the detail and simply information about tour packages that provided in Pesona RAIA.

In making this final project, the writer needed data to make sure the information, in this process the writer did interview, observation, documentation and audiovisual material. The booklet with the title “Amazing tour with Pesona RAIA tour, travel & event organizer” consists of eight parts. The first part contains an overview about Pesona RAIA. The second part consists of information about the services provided in Pesona RAIA. In the third part, the writer describes the tour packages in Pesona RAIA. In the fourth part, the writer overviews about the transportations available in Pesona RAIA. The fifth part about an overviews of facilities provided in Pesona RAIA. In sixth part contains structural management in Pesona RAIA. The seventh part contains the information about the location of Pesona RAIA include the contact person and email address. The last part is shows the documentation of customer’s activities includes the customer’s testimony.

This booklet is in bilingual form. The booklet used paper art 150 grams with A5 size and contains of 16 pages (include front & back cover and pray) and was made by the editor. The writer used steps by Arinvsfyra (2009) those were making an idea, focusing on idea, making outline, determining the concept, reviewing the writing, improving the writing, revising the writing, editing, and binding.

In finishing this booklet, the writer got some difficulties. The writer got a problem when deciding the editor for helping the writer to make the product and also got some difficulties such as when deciding the design and determining the layout, and when making script. The writer found solutions for her problems, in deciding the editor, the writer got the other editor from the writer's friend and for design and determining the layout, the writer discussed with her editor. Besides, the writer had a suggestion for the owner and English Study Program. The writer suggests for the owner is should using the company profile booklet to promote and introduce their company and the products that provide in Pesona RAI A. Meanwhile, for the English Study Program the writer suggest to give more knowledge about promotional media especially for booklet, because it can help the student who will take booklet for promotional media as their final project. Besides, the writer also suggest to give add knowledge about computer skill especially in CorelDraw.