

SUMMARY

Making a Booklet as Promotional Media of *pia Kepel Jember*, Iinaas Maahiroh Al Mufiidah, NIM F31180322, 2023, 34 pages, English Study Program, Politeknik Negeri Jember, Titik Ismailia, S.Pd., M.Pd. (supervisor).

Promotional booklet is a public communication media that aims to inform some messages and info that are promotional or recommended in form of printed which is packaged attractively to invite the readers to understand about the information, attract them for buying the product or visiting the place that offered. There are so many stores that sell various foods, innovation foods and food as the mascot of Jember. But, it is so rare to find a promotional media about the location that produce some innovative food. Usually, we are easy to find some of promotional booklet, brochure and video about some destination or tourism objects, galleries, dance studios, courses and hotels. For that reason, the writer decided Jember as the place to explore some the location of food and make it more famous, in order to introduce the innovation food from Jember. In this city itself, there is one of the location of *pia Kepel* that needs to be promoted based on their innovation product, vision and mission. So, with making a promotional booklet as promotional media for *pia Kepel*, it would help the producer to sell their product easily and the consumer can easier to find the product that they need.

Additionally, this final project was made to maintain the local food and innovation food production. Moreover, it is also to encourage the young generation to more productive and keep doing a business. As we know, this project was held due to the problems happened cause the the location needs a promotional media to make their product more famous in society. They also face the difficulty of promoting their product during pandemic of *Corona Virus*. As long as they run this business, they just use social media as the promotional media such as using *Instagram*, *Facebook*, and *WhatsApp*. In another hand, there are competitors and trading competition that is quite hard also more modern in this

era, makes them decide to focus in how to make their product can be famous and go to international.

In the first part of this booklet talks about the history of the location, how many workers, how much the production in once times of *pia Kepel* and their goals. The second part is focusing on their product, producing their product steps, price, the quality and their unique thing of the products, and additional information would be in the third part about the store and how to order the products. In the last part this booklet would focus in the biography of the owner and organizational structure complete with the contact person. In addition, this booklet was developed in bilingual versions, English and Indonesian versions. Furthermore, it would be printed about 21 pages and 15 x 21 cm in size. In this final project the writer used the step from deciding the idea until improving the writing of the contents of making a booklet consist of 6 steps. The first step is Determining the purpose of promotion, the second is Determining media of promotion, the third is Determining the purpose of audience, the fourth is Budgeting, the fifth is Making concept and the last step is Producing the booklet.

This final project gave me some advantages. The First, the writer could learn and knowing how it can find the difficulty of business. The second, the writer also can explore more about her town and some innovation foods from local the location. Then, the writer also facing some difficulty in doing this final project, start from how to developing the idea of the final project script, the situation of *Covid-19* pandemic that make the process of making this final project more difficult and the process in designing the booklet is quite complicated. The third, the writer can try to help someone business during the pandemic and new normal after pandemic last.