

SUMMARY

Making a Booklet as a Promotional Medium of Doho Homestay Jember Reghina Giovami Ramesha, F31191106, 2023, 35 pages, English Study Program, Politeknik Negeri Jember, Renata Kenanga Rinda, S.Pd., M.Pd (Supervisor).

The final report is "Making a Booklet as a Promotional Medium of Doho Homestay Jember." The project named Doho Homestay, "A Comfortable Place for Your Vacation." Based on a preliminary study conducted by the writer in Jember. The writer did this final project to help the management promote their product and the media used to promote them. The management need a booklet about Doho Homestay Jember to introduce and make it easier for Jember visitors to find and come to that place.

To complete this final project, the writer used the procedure proposed by Agusti & Rahmah (2019) to make a booklet. Making a booklet is determining the title, creating a booklet format or structure, searching and processing information, completing the information in the booklet format, editing, and printing a booklet. The opening in the booklet is the title and table of content. The body of the booklet is the history, types of rooms, prices, and the event held at Doho Homestay. Then, the closing in the booklet is the address, the contact person, and the social media of Doho Homestay.

While working on this final project, the writer improves her communication, writing, and translation skills. The writer can improve communication skills. The writer was brave enough to communicate with the staff to conduct the interview and with the editor and photographer to tell them about the product. When creating a script, the writer improves her translation and writing skills. Finally, the writer completed this final project. Hopefully, this promotional booklet can support and increase all visitors intention to visit Doho Homestay Jember.