

SUMARRY

Making a Booklet as a Promotional Medium of Museum Huruf Jember, Lorensa Rohmatir Romadhona, F31190875, 46 pages, Language, Communication, and Tourism Department, Politeknik Negeri Jember, Renata Kenanga Rinda, S.Pd., M.Pd. (Supervisor)

This is the final report for the **Making a Booklet as a Promotional Medium of Museum Huruf Jember** project, named "Fonts Museum". The purpose of this Final Project to help the owner's problems in promoting their products and the media used to promote them. According to writer's preliminary study, Museum Huruf Jember uses social media such as Instagram to promote their product and they never have promotional media in the form of booklet. So, as her final project, the writer created booklet as promotional media for Museum Huruf Jember in bilingual, English and Indonesian version.

To complete this final project, the writer used the procedure proposed by (Fitriyanti, 2015), those are preliminary plan, graphic pre-production, production, and post production. This booklet is divided into three parts which are opening, main contents, and closing. This opening consists of cover, foreword, list of content, and rules. The main contents of booklet are overview, history of Museum Huruf Jember, the facility, about letters, 3 legends of fonts, kinds of letters, and braille. Closing section contains of activity in Museum Huruf Jember, contact personal. While working on this final project, the writer learned some important things. The writer enhanced her ability to communicate with other people. The writer's communication skills improved as a result of her interview with the owner, photographer, and editor of booklet. When composing the script, the writer also improves her ability to translate and write the booklet script. Finally, the writer has successfully completed this final project. The writer hopes with this booklet, it can help Museum Huruf Jember to invite and attract more customers so that it can increase their products sales.