

SUMMARY

Making a Booklet as a Prototype of a Hybrid Ethnic Travel Mart. Fitri Nurlaili, F31200353, 2023, 34 Pages, Language, Communication and Tourism Department, Politeknik Negeri Jember, Nodistya Septian Indrastana, S.S., S.Pd., M.Pd. (Supervisor).

The Hybrid Ethnic Travel Mart (HETM) program was created to promote ethnic diversity and exoticism in Indonesia. It was funded The Ministry of Education, Culture, Research, and Technology in 2022. The writer chose the Osing villages of Banyuwangi and the Omyah Kemiren as the locations for the program and one of the ethnic groups that would become models.

To complete this prototype booklet, the writer used four steps to make a booklet, starting from the preliminary, pre-production, production, and post-production processes. Then, the writer used the document method to collect data as materials for making a booklet.

The writer gained new knowledge and skills such as critical and creative thinking, writing academic grammar in English, knowing what culture, traditions, and ethnicities exist in Indonesia, and skills in editing and designing a booklet. The writer also encountered several challenges and difficulties in doing this final project and was able to overcome them with the help of supervisors and the PKM (Pekan Kreativitas Mahasiswa) group.