

SUMMARY

Making a Booklet as a Promotional Media for Batu Flower Garden, Baharuddin Ibrahim, F31190460, 2023, 20 pages, English Study Program, Jember State Polytechnic, Fitri Wijayanti. S.Pd., M.Pd (Supervisor).

“Making booklet as promotional media for Batu Flower Garden” is the title of this final project which help Batu Flower Garden increase the interest of its visitors. Based on a preliminary study conducted by the writer at January 2022, Batu Flower Garden was established on December 10, 2016 in the Coban Rais ecotourism area and in collaboration with the State Forestry Public Company. The total area owned by Batu Flower Garden with its cooperation is around 29 hectares. The area currently managed is about 6 hectares with the rest being pine forests. The first project undertaken by Batu Flower Garden is a spot that stands on a cliff which has become an icon of Batu Flower Garden itself to this day with several spots around it. Apart from being a very beautiful and interesting tourist spot to visit, this tourist spot has a distinctive feature, namely having the best man-made natural attractions in East Java and also being a beneficial pioneer for local residents with the concept of social empowerment which can involve the community by recruiting qualified human resources around Batu Flower Garden. For Batu Flower Garden's mission to become a family-friendly tourist spot, not only as a place to play and take pictures but also to educate children and adults about the rich flora in the natural surroundings.

By helping Batu Flower Garden, the writer apply several methods of collecting data that are needed in the preparation of this final project, namely: interviews, observation, documentation, and audio-visual activities. There are three parts which is opening, main content and closing. The opening part of this booklet consisted the preface, introduction which included the vision and mission of the park and table of content. For the main part, it included short description and history of the park, the facilities for visitors, main attractions, operational hours, ticket price for the park, the location or mini map of the park and the information center for visitor of

BFG. For the closing part, it contained about the social media they had such as Instagram, Facebook and Youtube channel along with contact person of the park. This proper formatting would make it easier for the reader to absorb the information.

The booklet printed in portrait design and special paper and the booklet have 10 pages with size of A5 (14 x 21 cm), printed and handed it over to the owner as the confirmation for the booklet. The writer also gave e-booklet in form of PDF file to the owner of BFG. the writer followed the steps of Agusti & Rahmah (2019). This because these methods are simple and easier to understand which is Determining title and sub title, Creating a booklet format or structure, Finding and collecting the information, Information processing, Arranging the information, Editing and Booklet printing. In completing this final project, the writer encountered several difficult challenges, the writer could not design the booklet by himself so the writer had to hire an editor, the writer also needed to develop writing skills and use correct grammar so that readers were interested and easily understand the contents of the booklet because that was the goal of making this booklet.