

SUMMARY

Making a Booklet as Promotional Medium of Puncak Badean Jember, Yenieta Khoirun Nisa, F31201559, 2023, 35 Pages, Language, Communication, and Tourism Department, Politeknik Negeri Jember, Agus Setia Budi, S.Pd., M.Pd. as a supervisor.

This is the report of the final project entitled “Making a Booklet as Promotional Medium of Puncak Badean Jember”. The aim of this final project is to help the problems experienced by the management of Puncak Badean, increase tourists visit, and help tourist find complete information about Puncak Badean. Based on the preliminary study, the management of Puncak Badean need a promotional booklet in both Bahasa Indonesia and English. In the process of data collection, the writer conducted four activities through observation, interviews, documents, and visual materials. In making the booklet, the writer used the seven steps procedure from Agusti and Rahma (2019) including determining the title and sub-title, making format or structure of booklet, finding and collecting information, information processing, arranging the information, editing, and printing booklet.

The writer has created a booklet containing complete information about Puncak Badean entitled “The Majestic of Nature Tourism in Puncak Badean”. This booklet contains information about the history of Puncak Badean, the facilities, the activities that can be done by the tourists, and a location map that can help visitors to direct them to Puncak Badean among with information about Puncak Badean’s social media. The writer hired an editor for designing the booklet. After the booklet design is done, the writer printed the booklet in A5 paper size (21 x 14,8 cm) with landscape design.

The writer also faced various difficulties throughout the process of making booklet. The writer has no skills in editing the booklet, therefore the writer must hire an editor. In addition, in the data collection process where the writer cannot collect the latest photos of Puncak Badean because currently Puncak Badean is rarely updated and the writer also experienced difficulty meeting one of the management at Puncak Badean because at that time he was busy. However, the writer managed to overcome it all and this project could be completed after seven months. The writer hopes that this booklet will help Puncak Badean to introduce this tourist destination to a wider community both local and international tourist,

and can help visitor who want to come to visit or want to get more detailed information about Puncak Badean.