

## SUMMARY

**Making a Printed and Digital Booklet for Promoting Barfin Project Banyuwangi**, Fadhilah Risqy Amalia, F31200373, 2023, 36 Pages, English Study Program, Politeknik Negeri Jember, Nodistya Septian Indrastana, S.S., S.Pd., M.Pd. (Supervisor).

Barfin Project is one of the creative industries that has good potential to be larger. It is located in Dusun Kepatihan, Cluring, Banyuwangi. Barfin Project was established in 2013. This creative industry provides products and services related to fashion, beauty and creative industry. Barfin Project needs an additional promotional medium that uses Indonesian and English to increase its market. Thus, the purpose of this final project was to make a booklet as a promotional medium for Barfin Project Banyuwangi.

The promotional booklet entitled “the art of creativity ” was made to be the additional promotional medium of Barfin project. This promotional medium can help customers to get the information about Barfin project. There were seven steps conducted in making the booklet: determining the title and the subtitle of the booklet, making the format and the structure of the booklet, seeking information for the booklet content, processing information, organizing information based on the booklet format, creating the design, and printing the booklet. The booklet consists of three parts: introduction, body and closing. The introduction consists of front cover, foreword, table of contents and short history. The body consists of kind of products, facilities, activities, price list, contact person and address. The closing consists of the writer’s name, supervisor’s name, first examiner’s name, second examiner’s name, logo of Politeknik Negeri Jember, and copyright. The data of the booklet were collected through observation, interview, document, and audiovisual material methods of collecting data.

During finishing this final project, the writer faced several obstacles. The first obstacle was time for revising the report and consultation time with the supervisor. The second obstacle was about how to communicate with the owner because sometimes when she asked via WhatsApp, the owner sometimes got misunderstanding. Thus, the writer needed to explain and wait patiently and resent

the messages after several times to get the correct answer. During conducting the final project, the writer learned to work on time, and develop her communication skills to be the problem solving of the obstacles.