

SUMMARY

Making a Booklet as a Promotional Medium of InnBox Capsule Hotel Jember, Jean Miranda Putri, F31200417, 2023, 35 Pages, Language, Communication, and Tourism Department, Politeknik Negeri Jember, Asep Samsudin, S.Pd., M.Li. as a Supervisor.

The purpose of this final project is to make a booklet as a promotional medium of InnBox Capsule Hotel Jember. The booklet provides information about InnBox Capsule Hotel Jember. The owner of InnBox Capsule Hotel wanted to complete their promotional media that they have. Since the visitors of this hotel are not only from Indonesia but also from other countries, the writer made the booklet in a bilingual version, English and Indonesian. It will help the promotion and give comprehensive information about his hotels both to local and foreign visitors.

To finish this final project, the writer collected the data through observation, interview, documents, and audio visual materials. In the process of making the booklet, the writer used procedures that were proposed by Diri and Marlina (2019). There are analyzing the needs, planning the product, producing, and printing. This booklet is divided into three parts, they are introduction, body, and closing. The introduction part consists of a front cover, foreword, and table of contents. The history, facilities, kinds of rooms, achievements, and testimonials are included in the body part. The last part, closing consists of the contact person, writer's name, supervisor's name, first examiner's name, second examiner's name, details address, logo of Politeknik Negeri Jember, and copyright.

During the time making this project, the writer faced a great experience along with a bit challenges. For example, in making the booklet that the writer made by herself. The writer was lack of experience in editing. It required the writer to look for proper editing and designing references. However, the writer gained a lot of valuable knowledge when making the booklet, as well as in applying the subjects that have been taught in class to this final project. As a result, the writer has completed this final project and hopes that this booklet can bring many benefits to InnBox Capsule Hotel Jember.