

SUMMARY

Making a Booklet as Promotional Media of PPG (*Persemaian Permanen Garahan*) Sidomulyo Agritourism Jember, Moch. Farhan Aditya, F31201327, 93 pages, Language, Communication and Tourism Department, Politeknik Negeri Jember, Fitri Wijayanti, S.Pd., M.Pd. (Supervisor)

This is the report of the final project entitled “Making a Booklet as Promotional Media of PPG (*Persemaian Permanen Garahan*) Sidomulyo Agritourism Jember”. The objective of this final project was to make a new promotional media for PPG Sidomulyo Agritourism Jember in the form of booklet to attract more and more local visitors and foreign tourists to know and visit this tourism destination. This booklet also provided detailed and important information about PPG Sidomulyo Agritourism Jember to get the readers know about this place. Based on the preliminary study that the writer did, the manager and the official staff wanted this tourism destination get many visitors and be known by people both local visitors and foreign tourists. To overcome this case, the writer helped and made a promotional booklet for PPG Sidomulyo Agritourism Jember in bilingual versions which are Indonesian and English.

In finishing this final project, the writer followed the procedure of making a booklet. The writer adopted the steps of making a booklet by Agusti & Rahmah (2019). These steps consist of seven steps which are determining title and subtitle, making format or structure, finding and collecting the information, information processing, arranging the information, editing, and booklet printing. First, in determining title and subtitle, the writer had a discussion with the staff as representative of this place regarding the title and all parties agreed that the title of the booklet is “The Verdant and Peaceful of PPG Sidomulyo Agritourism Jember”. Second, the booklet structure is divided into three parts which are opening, main content, and closing. Third, in finding and collecting the information, the writer collected data and information through 4 steps based on the data collecting method theory by Creswell (2015) which are observation, interview, documents, and audiovisual materials. Fourth, in information processing, the writer was compiling the information as a script of the booklet using a bilingual version which is Indonesian and English. Fifth, in arranging the information, the writer adjusted the

information in 28 pages and adjusted the information of the booklet become the Indonesian version on the left page of the booklet, meanwhile the English version was on the right page of the booklet. Sixth, in the editing the writer hired a designer to design the layout of the booklet. The designer used some editing software such as Adobe InDesign 2018, CorelDraw 2020, and Canva Pro. Seventh, in the printing process, the writer came to the printing center to print the booklet design. The booklet printed on A5 paper (21 cm x 14, 8cm) with a landscape orientation.

The writer faced several challenges during the process of making the product of this final project. When the writer collected data especially in the form of pictures, the writer needed to wait for visitors were enjoying and playing in several tourist attractions at PPG Sidomulyo Agritourism because not every day this place was visited by many visitors. Additionally, the writer also found a challenge in writing the booklet script because there was some word that has no equivalent word in the Indonesian version. So, to solve that problem the writer applied his knowledge and his translation skills. Not only that, unfortunately the writer only has basic skills in designing graphics so the writer hired a designer to design the layout of the booklet

The writer learned several things during finishing this final project. The writer learned about kinds of tourism especially agritourism and learned several plants that exist in a tourism destination that are categorized in agritourism. In addition, the writer also learned how to build good communication with new people that he never met before and coordinate with them. The writer also got some experiences in taking a good picture by paying attention to ISO and angle to get better results.