

## SUMMARY

**Making a Booklet as Promotional Media of Kemiri Tourism Village**, Afifah Putri Baktiono, F31201712, 2023, 32 pages, English Study Program, Politeknik Negeri Jember, Nanik Maryati, S.Pd, M.Pd. (Supervisor)

The purpose of making this booklet as a promotional medium for Kemiri Tourism Village. Kemiri Tourism Village is one of the tourism destinations in Jember Regency, located in Panti District. With the concept of tourism education as its main attraction, Kemiri Tourism Village offers learning while playing tour packages for its visitors. Unfortunately, Kemiri Tourism Village still needed an additional promotional media in bilingual version that can explain all of its main destinations, facilities, and tour packages, also can more attract international and local tourist. Because, they only have promotional in one language, it's Bahasa in the form social media Therefore, based on those reasons, the writer decided to make printed promotional media in the form of booklet with a bilingual version, namely Bahasa and English. The booklet explained all the things about Kemiri Tourism Village in detail so that local and foreign tourists can find out deep information about it.

In making the booklet, the writer used six steps as the procedure. In the first step, the writer conducted a preliminary study with the manager of the Kemiri Tourism Village regarding the promotional media they have used and the promotional media they currently needed. The second step is an interview, the writer conducted interviews directly with the Manager from the Kemiri Tourism Village to answered questions that have been prepared by the writer regarding, history, main destinations, facilities, and tour packages from the Kemiri Tourism Village. The third step is observation. In this step, the writer also used data collection methods which consist of interviews, observations, documents, and audio-visual materials. During the process of the interviews have been conducted, the writer used the last two data collection methods, namely documents and audio-visual materials. For the documents method, the writer collected photos related to activities at the Kemiri Tourism Village from their social media accounts, besides

that the writer also collected reviews from visitors via Google Reviews. As for the audio-visual materials method, the writer took photos related to destinations, facilities, and activities at Kemiri Tourism Village using a camera. Fourth step, the writer collected all the data that has been taken in the next steps and then analyzes it to become scripts and concept ideas for the booklet. The writer made a script in both language and English, after which the writer gives it to the Kemiri Tourism Village manager and supervisor to get feedback. In the fifth step, the writer started designing the booklet using the Canva software, and arranges scripts and ornaments into the draft booklet. After that, the writer submitted a draft booklet to the Kemiri Tourism Village Manager and supervisor to get feedback. After completing all feedback, the writer finished the booklet by obtained approval from the manager and supervisor, and then printing it in A5 size (14x21 cm) using Art Paper. After received revisions from examiners, the booklet was printed and distributed to the Kemiri Tourism Village supervisors and managers

There are several challenges that the writer faced in working on her final project. For example, the writer's laptop often experiences errors, so the writer worked on her product in an internet café. Another challenge was when the writer communicated with the manager of the Kemiri Tourism Village. Several times the manager of Kemiri Tourism Village did not answer messages from the writer, so the writer sent them back some time later

During the process of working on her final project, the writer learned a lot about designing and editing. Because the writer made the booklet by herself, the writer gained a lot of new insights regarding the appropriate design for booklets as promotional media. In addition, the writer also learns how to manage time properly so that she can be consistent in doing her final assignment.

Lastly, the writer has some suggestions for Kemiri Tourism Village and English Study Program. For the Kemiri Tourism Village, the writer suggest maximizing the use of promotional media they have so that more foreign and local tourists visit the Kemiri Tourism Village. As for the English Study Program, the writer suggest to improving the quality of the computers they have in the laboratory.