

SUMMARY

Making a Booklet as Promotional Medium for PHD (Pternakan Hijau Daun) Nusantara Tourism of Trenggalek, Dea Anisa Rahayu Erwan, F31200843, 2023, 30 Pages, English Study Program, Politeknik Negeri Jember, Cholimatus Zuhro, S.Pd., M.Li. (Supervisor).

The final project, entitled “Making a Booklet as Promotional Medium for PHD (Pternakan Hijau Daun) Nusantara Tourism of Trenggalek”, aims to make a booklet as a promotional medium for PHD Nusantara. The booklet contained detailed and latest information about PHD Nusantara, and it was made in a bilingual version using *Bahasa Indonesia* and English. So, not only local readers will know about PHD Nusantara but also readers from overseas. PHD Nusantara needs a new promotional medium because the previous promotional medium could not show the existing facilities nor include the complete and latest information of PHD Nusantara itself, and all of the previous promotional medium was in *Bahasa Indonesia* only.

In making the booklet product, the writer used four data collecting methods such as interview, observation, documents, and audiovisual materials. The booklet product has three sections, opening, body, and closing. The opening contained with front cover, foreword, and table of content. Then, the body contained the description of PHD Nusantara, facilities and activities, services and events packages list, operating hours, and ticket prices. The closing part contained with visitor testimonial, PHD Nusantara’s social media account, contact person, PHD Nusantara’s address, and gallery. In making the booklet product, the writer adapted the procedure stated by Ardhi, (2013). There were budgeting, making a concept, and producing. The booklet was in landscape orientation and had 26 pages, including the front and back covers. The booklet used a lot of attractive ornaments and had a soft yellow background and was printed in two copies. The first copy given to the owner of PHD Nusantara as well as the PDF File (E-booklet), then the other copy given to the English Study Program.

The writer faced several challenges during the process of making the product and the report. The first challenge related to her lousy time management, the second was because her laptop broke after she conducted the seminar proposal, and the third was because the owner of PHD Nusantara was busy, so it was not easy to ask for his time. Therefore, the writer had to be patient and wait for the owner until he got his free time. In making the booklet product, the writer also applied her translating and designing skill that she got from her previous classes during her study in English Study Program.

While doing this final project, the writer learned some lessons related to managing her time effectively, understanding the guideline, and finding the original sources for the literature review in her report.

In conclusion, the writer had several suggestions for the owner of PHD Nusantara and the English Study Program. For the owner of PHD Nusantara, The writer suggested uploading the E-booklet from this final project to PHD Nusantara's social media, such as Instagram, business site on Google and Facebook. So, more people will know about PHD Nusantara, and they can get an overview of the latest information and new appeal of PHD Nusantara. Then, for English Study Program, the writer suggested providing more practice classes for the students, especially for subjects related to designing and picture editing skills. It will help the students finish their final project and can be a good point when they want to find a job after graduating from Politeknik Negeri Jember.