

SUMMARY

Making a Booklet as a Promotional Medium of Nyok Café and Eatery Bondowoso, Fajriska Adisty Haykaluna, F31202426, 2023, 52 Pages, English Study Program, Politeknik Negeri Jember, Suyik Binarkaheni, S.Pd., M.Li. (Supervisor).

This final project report entitled “Making a Booklet as a Promotional Medium of Nyok Café and Eatery Bondowoso,” aimed to reach target visitors and support Bondowoso local coffee. The booklet provided comprehensive information about Nyok Café and Eatery Bondowoso, aiming to increase the number of visitors and introduce the establishment to the local community and foreign visitors. The writer used seven steps to create the booklet, including determining the title, creating structure and format, discovering and collecting information, organizing the information, arranging in booklet format, editing and designing, and printing the booklet.

The writer faced difficulties in obtaining a quick response from the owner and meeting them without reply. However, by following up with good and friendly language and following up with the owners, she was able to complete the project on time and on target. Additionally, the writer learned valuable lessons about writing and coffee shop knowledge.

The writer suggests improvements to public facilities at Nyook Café and Eatery Bondowoso, such as toilets and prayer rooms, to make them more convenient for visitors. Additionally, the nyokkopiindonesia’s Instagram account should be better organized and updated with frequent product, facility, and event uploads. The English study program should include more courses and practices related to editing and graphic design, which could help students complete their final projects and develop skills that useful in the workplace.