

SUMMARY

Making Printed and E-Booklet for Promoting Rumah Susu Koperasi Unit Desa (KUD) Argopuro Probolinggo, Ummu Sa'ada, F31200255, 2023, 34 Pages, Language, Communication and Tourism Department, Politeknik Negeri Jember, Enik Rukiati, S.Pd., M.Pd. (Supervisor).

This final project aimed to make a booklet and e-booklet as a promotional medium for *Rumah Susu KUD Argopuro* entitled “*Rumah Susu KUD Argopuro A Central Dairy Tourism Destination.*” The booklet provides information about *Rumah Susu KUD Argopuro*. The booklet consists of 30 pages of 21 x 14.8 cm, making it easier for readers to read it anywhere. This booklet has a landscape orientation and a full-colour design, making it attractive.

Collecting data was needed to get data to make booklet for this final project. The writer took several steps; observation, interview, document, and audio-visual material. The content of *Rumah Susu KUD Argopuro* was divided into three parts; opening, body, and closing. In more detail, the opening part contains the front cover, foreword, and table of contents. The body contains *Rumah Susu KUD Argopuro* (history and latest information), products, achievements, facilities, positive testimonials from customers, contact, open hours, and location (maps). The last part is the closing which contains the identity of the writer, supervisor, examiner, copyright, and commercial Politeknik Negeri Jember logo.

The writer adapted seven procedures for making booklets to make printed and e-booklet for promoting *Rumah Susu KUD Argopuro Probolinggo*; brief client, research, making the draft, creative process, revision, final design, and binding proposed by Fayra (2009) and Utami (2015).

This booklet has several advantages. The first booklet contains information about Rumah Susu KUD Argopuro, from history to the latest information. In more detail, this booklet information about educational tour services for milking and milk processing, facilities, achievements which are not available in other Rumah Susu KUD Argopuro promotional media. Second, the writer provides a location in the form of a barcode which will make it easier for visitors to go to the Rumah Susu KUD Argopuro. Third, this booklet is also available in bilingual format; Indonesian, which will help local people understand the content, and English,

which will help visitors who need English. Fourth, this booklet is also supported by updated photo product, bright booklet colors, and easy-to-read fonts. There were weaknesses of this booklet. Since the media is in the form of booklet, it needs to be updated if there are any changes in *Rumah Susu KUD Argopuro*. Also, this booklet does not provide a barcode for the *Rumah Susu KUD Argopuro* menu.

While completing this final project, the writer encountered obstacles. The writer still needed to gain the ability to make designs, so she needed the help of others (professional editor) to help the writer to make the layout and design of the booklet. After completing the report and the product of this final project, the writer would like to give suggestion for some parties, *Rumah Susu KUD Argopuro* and English Study Program. For *Rumah Susu KUD Argopuro*, it is very important to maximize product promotion, use the writer's booklet, and complete the product every day so that customers or visitors have various choices to buy. Moreover, for English Study Program, Language, Communication and Tourism Department, Politeknik Negeri Jember; should improve the quality of material in the teaching and practice class for some subjects that relate to final product completion, such as media development, content creation, computer applications, and translation courses directly correlate with the final project of English Study Program students.