

## SUMMARY

**Making a Booklet as Promotional Medium of Agrowisata Gading Asri Jember**, Anita Berliana Rahman, NIM F31201610, 2023, 36 pages, English Study Program, Politeknik Negeri Jember, Vigo Dewangga S.S., M.Pd. (Supervisor).

This final project is entitled “Making a Booklet as a Promotional Medium of Agrowisata Gading Asri Jember”. Agrowisata Gading Asri Jember is one of the tourist attractions in Jember. Many local and foreign tourists visit this place. Its location in the middle of a residential area in the middle of the city is the uniqueness of Agrowisata Gading Asri Jember. Previously, the writer had conducted a preliminary study by interviewing the owner and found that Agrowisata Gading Asri Jember has several social media accounts that are used as promotional media, such as Instagram (@agrowisata\_gadingasri), Facebook (@Agro Wisata Gading Asri Jember), TikTok (@agrowisatagadinga), maps (Agrowisata Gading Asri), WhatsApp Business (Agrowisata Gading Asri). However, because these accounts do not have complete information, it causes visitors to find it difficult to find complete information. From these problems, the writer offered to make a printed booklet and e-booklet as promotional media for Agrowisata Gading Asri Jember.

The writer makes a bilingual version of the booklet using Indonesian and English. The writer collected the data for the booklet using methods from Creswell (2012), observation, interview, document, and audio-visual material. In addition, for making the booklet the writer used procedures from Agusti & Rahmah (2019), including determining the title and sub-title of the booklet, creating the format or structure of the booklet, finding and collecting the information, information processing, organizing the information in form of the booklet, editing, and printing the booklet. The booklet made by the writer is divided into three parts, opening, body, and closing.