

## SUMMARY

**Making a Booklet as a Promotional Medium of Jember Ketuts Art Gallery,** Andri Wicaksana, F31200800, 2023, 54 Pages, Language, Communication and Tourism Department, Politeknik Negeri Jember, Gullit Tornado Taufan, S.Pd., M.Pd. (Supervisor).

Jember Ketuts Art Gallery functions as a creative space for artists, organizing educational activities, art exhibitions and art workshops to promote Jember culture and disseminate art knowledge. This is the report of the final project titled “Making a Booklet as a Promotional Media of Jember Ketuts Art Gallery“. The purpose of promotional booklet was to help the Jember Ketuts Art Gallery to promote their gallery in bilingual form.

In helping to promote the Jember Ketuts Art Gallery, the writer made a promotional booklet by adopting some steps from Agusti and Rahma (2019). They are determining the title and sub-title of the booklet, finding and gathering information, information management, editing, and printing booklet.

In collecting data, the writer used the data collection method according to Cresswell (2012). They are four methods including observation, interview, document, and audiovisual material. The data collection was carried out in Jember Ketuts Art Gallery.

The result of this data collection method is information about history, the collection, activity, facilities, what kinds of events were held in the gallery, what was the price of the painted art, the contact person, documents, and audiovisual material from Jember Ketuts Art Gallery. In making promotional booklet, the writer faced some challenges related to editing because in the several times the editing application used by the author got technical problems with the computer that booklet making process get hampered until the writer remade the promotional booklet and the booklet is done.

In making this final project, the writer also provides suggestions to several parties they are Jember Ketuts Gallery, English study program, and students of English study program. For Jember Ketuts Art Gallery, Jember Ketuts Art Gallery should be more productive in conducting events such as exhibitions and

workshops also exhibit more items as the collection. For English Study Program should add more practices related to computer skills especially in designing and editing for any kinds of promotional Media. And the last for Student of English Study Program, in making a promotional booklet there are several important things that need to focus in the lecturing class before taking promotional booklet as final project. Media development and translation course will help the students to find new knowledge for making a promotional booklet.