

SUMMARY

Making a Booklet as a Promotional Medium of CV. Berkah Alam Outdoor Organizer, Deswanti Ayu Maharani Subroto, F31211714, 2024, 61 pages, English Study Program, Politeknik Negeri Jember, Renata Kenanga Rinda, S.Pd, M.Pd. (Supervisor).

Berkah Alam Outdoor Organizer is an outdoor event organizer that has the potential to increase the tourism sector in Bondowoso. It provides several services such as rental services, tour packages, event organizers, and religion tours. Berkah Alam Outdoor Organizer needs bilingual promotional media to attract domestic and international customers. Therefore, this final project aims to make a booklet promotional media for Berkah Alam Outdoor Organizer.

The booklet entitled “Create Magnificent Experience with Berkah Alam Outdoor Organizer” is used for Berkah Alam Outdoor Organizer to become additional promotional media. This booklet promotional medium aims to help the business to attract wider customers with provided information about the services. In completing this final project, the writer adopted the procedure from the previous study conducted by Agusti & Rahmah (2019) in their journal. These are (a) deciding the title and subtitle, (b) creating a booklet format and structure, (c) finding and gathering the information, (d) processing the data, (e) organizing the data according to booklet format, (f) editing, and (g) printing the booklet. The booklet consists of three parts: opening, main content, and closing. In addition, in collecting the data, the writer applied the procedure from Cresswell (2012), Interviews, observation, documentation, and audiovisual material.

By completing this final project through the process mentioned above, it is expected that the problem faced by the Berkah Alam Outdoor Organizer is solved and the number of the customers both local and international is increased.