

## SUMMARY

**Making A Booklet As A Promotional Media Of Cultural Tourism Objects In Lumajang.** Yulia Putri Abriyanti F31161073. 2020. 41 pages. Language, Communication and Tourism Department. Politeknik Negeri Jember. Siti Aisyiyah, S.Pd. M.Pd.(Supervisor)

Lumajang has a lot of tourism and culture to attract local and international tourists. Lumajang is also called a banana town. Lumajang has unique events such as Piodalan in Pura Mandaragiri Semeru Agung, Jaran Kencak, Sewu Rampak Barong, Loemadjang Mbiyen, Exotic Godril, Balos Night Carnival and Unan Unan in Argosari. By looking at the potential of the seven events, it is necessary to have promotional media to increase the interest of tourists to visit. The writer makes a booklet in the bilingual version (English and Bahasa Indonesia) to promote seven events in Lumajang as the final project, as this booklet can be used to attract domestic and foreign tourists to visit Lumajang.

In making the product, the writer used the data collecting method from Sugiyono (2017), they are interview, observation, and documentation. In line with Wajih, Cresswell (2012) states that there are one type of data collecting method is audiovisual material. Then, the writer also used the procedures of making a promotional media from Ilmiatin (2011), they are determining purpose of work, determining target audience, determining media of promotion, shoot the object, selection the picture of object, determining design concept, creating a computerized design, printing.

The booklet contain information about Piodalan in Pura Mandaragiri Semeru Agung, Jaran Kencak, Sewu Rampak Barong, Loemadjang Mbiyen, Exotic Godril, Balos Night Carnival and Unan Unan in Argosari, and it will divided into three parts those are opening, body, and closing. In the opening, the writer gave short description about Lumajang and showed the situation of the seven events. In the body, the writer showed the object one by one start from Piodalan in Pura Mandaragiri, Jaran Kencak, Sewu Rampak Barong, Loemadjang Mbiyen, Exotic Godril, then Balos Night Carnival, the last Unan Unan in Argosari with all the

history and the activity over there. In the closing, the writer persuade to attract the tourists to visit and enjoy the unique events in Lumajang.

In the result of collecting the data, the writer got several information about the seven events, such as the activities other event and history the events. In making this booklet the writer did not come to other event to take picture because of the event due to lack of transportation and also the presence of Corona virus. First, the writer make a script in bilingual version (Bahasa Indonesia and English), The writer helped by editor to edited the booklet until finishing. Last, the writer gave the booklet to the supervisor to get feedback, then the writer revised the booklet based on suggestion from supervisor to make it better.

Tourism and Culture Department of Lumajang needs new version of promotional media to promote the seven events to local and foreign tourist. So, the writer helps Tourism and Culture Department of Lumajang makes a new version of promotional media that is booklet as their media promotion to promote the seven events. In finishing this project, the writer got some problems as well as some new knowledge application. The writer did not have skill in making a booklet, so the writer should hired editor to help the writer in finishing this project. Hopefully this booklet can be usefull for some parties. This booklet can be used as media promotion for Tourism and Culture Department of Lumajang to promote the seven events, and it also can be used as references for students of English Study Program who will conduct similar project especially in making booklet with different object.