

## SUMMARY

**Making a Booklet as a Promotional Medium of Planetarium Taman Pintar Yogyakarta, Novika Putri Haryani, F31210326, 2024, 32 Pages, English Study Program, Politeknik Negeri Jember, Gullit Tornado Taufan, S.Pd., M.Pd. (Supervisor).**

This final project report, entitled “Making a Booklet as a Promotional Medium of Planetarium Taman Pintar Yogyakarta,” aimed to reach target visitors. The booklet provided comprehensive information about Planetarium Taman Pintar Yogyakarta, aiming to increase the number of visitors and introduce the establishment to the local and foreign visitors. Based on the preliminary study, the management of Planetarium Taman Pintar Yogyakarta needed a promotional booklet. In the process of data collection, the writer conducted four activities through observation, interviews, documents, and audiovisual materials. The writer used seven steps from procedure used Agusti and Rahmah (2019) to create the booklet, including determining the title, creating structure and format, discovering and collecting information, organizing the information, arranging in booklet format, editing and designing, and printing the booklet.

The writer has created a booklet containing complete information about Planetarium Taman Pintar entitled “Planetarium Taman Pintar Yogyakarta”. This booklet contains information about the history, facilities, activities in Planetarium Taman Pintar Yogyakarta and also location map that can help the visitors to get information about Planetarium Taman Pintar Yogyakarta. The writer hired an editor for designing the booklet. After the booklet design is done, the writer printed the booklet in A5 paper size (21 x 15 cm) with landscape design.

The writer also faced various difficulties to contact the staff management, when the staff management was attending some event, this took time to reply the messages. Therefore the writer must be consistent and also follow up the message to the staff management.