

SUMMARY

Making a Promotional Booklet of Wonderful Secret of Bojonegoro, Andre Hafizh Pahlevi, F31151057, 2020, 24 pages, English Study Program, Politeknik Negeri Jember, Enik Rukiati, S. Pd., M Pd, (Supervisor)

This is the report of final project entitled “Making a Promotional Booklet of Wonderful Secret of Bojonegoro”. The purpose of this final project is to help Dinas Pariwisata dan Budaya Bojonegoro to promote the tourism place in Bojonegoro. The writer decided to make booklet as a promotional media because booklet is one of promotional media that easy to produce, easy to use, and easy to distribute.

Tourism in Bojonegoro has five kinds of tourism which were nature tourism, culture tourism, special interest tourism, shopping tourism, and agro tourism. With all kinds of tourism, Bojonegoro can attract tourist both domestic and foreign to visit Bojonegoro.

There are five destination that chosen by the writer, those are *Kayangan Api*, *Negeri Atas Angin*, *Teksas Wonocolo*, *Agroguna Bojonegoro*, and *Wisata Edukasi Gerabah*. The product contains information about tourism object in Bojonegoro. Before making the product, the writer need supporting data to complete the product. The writer did interview, observation, documentation, and audio visual materials.

The first data collecting method was interview. The writer interviewed the staff of each tourism object. The writer asked about the history, the uniqueness, facilities, ticket, and the contact person of each tourism object.

The writer found many difficulties, such as translating the text, and then the writer consulted the translation to the supervisor. The writer also got the problem in designing the booklet, then the writer decided to hire an editor to design the booklet.