

SUMMARY

Making a Booklet as a Promotional Medium for Kampung Durian Pantai Jember, Adelia Martha Yuda Pratiwi, F31210217, 2024, 33 pages, English Study Program, Politeknik Negeri Jember, Alfi Hidayatu Miqawati, S.Pd., M.Pd. (Supervisor).

The purpose of this final project was to make a booklet as a promotional medium for Kampung Durian Pantai in the form of a printed and electronic booklet in bilingual version. The booklet provided systematic and detailed information and aimed to attract many visitors to Kampung Durian Pantai tourism.

The writer used seven steps in making a booklet. They were determining the title of the booklet, creating a booklet structure and format, searching and collecting information, processing information, compiling information, creating booklet designs, and printing booklets. In the first step, she created the title of the booklet. In addition, she discussed it with her supervisor and the manager of Kampung Durian Pantai. In the second step, she created the format and structure of the booklet. Its structure consisted of introduction, body, and closing. The third step was searching and collecting information. The data collection methods used were observation, interview, documents, and audiovisual materials. In the observation method, she conducted the observations using an observation sheet. In the interview method, she conducted an interview directly with the manager of Kampung Durian Pantai. In documents method, she asked for data in the form of photos, logo of Kampung Durian Pantai, location, illustration, and visitors' testimonials directly from the manager of Kampung Durian Pantai and the internet (social media and Google). In audiovisual materials, she hired a photographer to take some photos related to the facilities and activities in Kampung Durian Pantai for the booklet. The fourth step was processing information. In this step, she processed the information and wrote it into a script as the content of the booklet. The script was written in Indonesian and it was translated into English after she finished all the feedbacks given by the supervisor and the manager of Kampung Durian Pantai. The fifth step was compiling information. She compiled and adjusted the text that had been made according to the format and structure of the

booklet in the form of a booklet draft. The sixth step was creating booklet designs. She hired an editor to create a booklet design. Then, she conducted discussions with her supervisor and the manager of Kampung Durian Pantai related to the booklet design. In this final step, she printed the booklet with paper size A5 or 21 x 14.8 cm in landscape form. Then, she gave the printed and electronic booklets that had been made to the Kampung Durian Pantai tourism manager and the English Study Program. One printed and electronic booklet was given to the manager of Kampung Durian Pantai.

The writer faced several challenges while doing this final project. The first challenge was managing time in revising the report. The second challenge was in determining the time to take photos for audiovisual data materials. Then, the third challenge was communication with the manager of Kampung Durian Pantai. Therefore, she had determined some solutions that aim to overcome the challenges she had faced while completing her final project. She made a daily plan, discussed it with her supervisor and photographer, resent the message to the manager of Kampung Durian Pantai, and waited patiently for a reply.

There were several lessons that the writer got while doing this final project. First, she learned to always manage time well. Second, she understood that she had to understand the guidelines first and be thorough in completing the report and making the product. Third, she learned more about language use and mechanics. Thus, it could improve her writing skills. Fourth, she could communicate well with others.

In conclusion, the writer had several suggestions for Kampung Durian Pantai and English Study Program. Kampung Durian Pantai can provide written rules placed around the tourism related to cleanliness and attractive signposts placed around the tourism. English Study Program should provide the students with more knowledge and practice related to computer skills, such as photo or video editing and designing. In addition, these skills are also very useful and helpful for them when working.