

SUMMARY

MAKING A PROMOTIONAL BOOKLET OF SEGER NUSANTARA, Regita Dyah Prayitno, F31211790, 2024, 62 pages, English Study Program, Politeknik Negeri Jember, Agus Setia Budi, S.Pd., M.Pd. (Supervisor)

Seger Nusantara is a business tourism destination that operates within the agro-edupark sector. Seger Nusantara was built in 2012 and opened in 2021. Seger Nusantara is located in Prasian, Jatian, Pakusari District, Jember, East Java, Indonesia. In addition to offering visitors the opportunity to enjoy beautiful views, Seger Nusantara also provides a range of other services, including camping rental, accommodation, gathering halls, and other activities. Seger Nusantara is planning to expand its business operations to the international, with the objective of introducing the natural potential of Jember to the global market. In order to give needed information for both the local and foreign visitors and to achieve Seger Nusantara's desires, the writer offered the manager to making a booklet in bilingual version as a promotional medium.

The writer made a booklet in bilingualism, using Indonesian and English. The booklet is entitled "Hidden Gem in Jember". The writer used data-collecting techniques from Sari's (2015) work to obtain information about Seger Nusantara, consisting of 3 steps: observation, interviews, and documents. Also, the writer used the work of Agusti and Rahma (2019) as a model to making a booklet. The writer made and chose a title and subtitle, made a booklet structure consisting of three structures (opening, content, and closing), collected information or data, processed and arranged information or data by making scripts in English and Indonesian, edited the booklet using Canva as an editing tool, and printed it using art paper (A5).

The writer has gained benefits, experiences and challenges during the process of making the booklet and final project report. The writer applied several things in making the booklet by understanding several components of colour, font types, booklet design layout, scripts, and refined the booklet design, the writer has succeeded in completing the booklet as a final project product. The writer hopes

that this product can be useful for Seger Nusantara in developing international marketing.