

## SUMMARY

### **Making a Booklet as a Promotional Medium of EDDY'S English Course,**

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The purpose of this final project was to make a booklet as a promotional medium for EDDY'S English Course in the form of a printed and electronic booklet in bilingual version. Booklet is a compact book with a slim profile, usually accompanied by illustrations or pictures for product promotion. It prioritize readability and accessibility, offering attractive layouts and relevant information tailored to specific goals or needs. Booklets are an effective way for companies to promote their product because it is convenient to carry, simple to read, and contain all the information needed.

In this final project, which includes need analysis, product planning, product making, and product trial. These steps are important for the writer to analyze the requirements and evaluate the booklet's effectiveness.

There were several lessons that the writer learned while finishing this final project. First, the writer learned how to write proposals and final project reports properly. Second, she learned how to create a booklet as a promotional medium for EDDY'S English course, including editing photos and designing booklets. Third, she learned how to communicate well with others.