

SUMMARY

Making a Booklet as a Promotional Medium of Dira Kencong Shopping Centre And Waterpark, Pramyogie Yudha Asmara Putra, F31191673, 20224, 56 Pages, English Study Program, Politeknik Negeri Jember, Agus Setia Budi (Supervisor).

Tourism is an activity of spending time away from home for relaxation and refreshing Çelebi (2018). According to Asyah (2019), the tourist city is a resource located in the downtown area and offers a variety of entertainment activities, commercial or other activities of visitors. Jember is one of tourist cities in Indonesia because Jember has various places such as Tanjung Papuma, Argopuro Mountain, Payangan Beach, Tancak Waterfall, Dira Park Balung, Rembangan Public Bath, Dira Kencong Shopping Centre and Waterpark and etc. Dira Kencong Shopping Centre and Waterpark is family-friendly tourism park that combines the concept of photography, mall, hotel, and artificial tourism (man-made attraction).

This chapter provided a concise overview of the product, including its brief description, duration, and location. It also explained the data collection methods employed and outlines the process of creating a booklet.

In this chapter, explained the results that have been done by the writer in process making of making this final project. There are a section on the result of data collecting method and the process of making a booklet. This chapter also contains a discussion section which explains strengths, weakness, challenges, and the product

In conclusion, The booklet with the title “Your Ultimate Destination for Shopping, Relaxation and Fun of Dira Kencong Shopping Centre and Waterpark” is the final project as a promotional media for Dira Kencong Shopping Centre and Waterpark. This booklet is public, so it can be seen by anyone, especially local and foreign visitors. Dira Kencong Shopping Centre and Waterpark was built around 2018 with an area of about 36ha. In short history, in the beginning Dira was developed in Ambulu, located in Desa Pontang, Ambulu district. The Dira Group

then expanded to Dira Balung in Balung District, and later developed family-friendly and man-made tourism and a convenience store in Dira Kencong. The location is strategically placed near major roads, making it easily accessible for those traveling from neighboring towns and cities. The shopping center is surrounded by a mix of residential areas, ricefield and commercial establishments, giving it a lively atmosphere. This man-made attraction site remains cool, and beautiful so it is very comfortable to be used as a vacation spot.