

SUMMARY

Making a Booklet as Promotional Media of Tourism Objects in Purwoharjo Banyuwangi, Juma'i Mahmud NIM F31171819, 2020, 34 pages, English Study Program, Politeknik Negeri Jember, Enik Rukiati, S.Pd., M.Pd (Supervisor).

Purwoharjo is a sub-district in Banyuwangi which is located on southern Banyuwangi. The tourism objects in Purwoharjo sub-district are Grajagan Beach, Grajagan Fish Auction and Mary Cave Waluyaning Tiyang Sakit (WaluTiSa). Tourism objects in this sub-district have great potential tourisms such as sports, culture, recuperation and religion. Tourism objects in Purwoharjo has experienced a decline amount of tourists. The reducing number of tourists happens because the latest information with advances of tourism object in Purwoharjo is not yet known to many people. So, it needs to add promotional media to raise the prestige tourism objects in Purwoharjo. The writer made a booklet as promotional media that is used to promote and introduce tourism objects. This booklet gives complete information that covers history and sort description, location of each tourism objects, kinds of beautiful scenery, kinds of tourism activities, facilities, special event and souvenir that can be bought.

This booklet is written in bilingual version because the visitors are not only domestic but also International tourist, so the writer made the booklet in Bilingual, *Bahasa* Indonesia and English language. There were six steps procedure in making booklet from Ardhi (2013). They are determining purpose of promotion, determining media of promotion, budgeting, determining target audience, making concept, and producing. Afterward, there were four methods of data collecting method that the writer used. They are interview, observation, documents and audiovisual material.

This tourism booklet hopefully are able to help Banyuwangi society, domestic tourist and foreign tourist to get detail information of tourism object in Purwoharjo Banyuwangi. By using this booklet, hopefully the reader are easy to understand the information. Besides, this media can attract them come to tourism objects in Purwoharjo.