SUMMARY

Making an E-Booklet as Promotional Media of Green Gumuk Candi, Alya Ramadina, F31222337, 2025, 31 pages, English Study Program, Politeknik Negeri Jember, Titik Ismailia, S.Pd., M.Pd. (Supervisor).

The purpose of this final project was to create a bilingual e-booklet to promote Green Gumuk Candi, a nature tourism destination in Banyuwangi. The e-booklet was made to help more people, both from Indonesia and other countries, learn about and visit Green Gumuk Candi. It gives clear, interesting, and useful information in both Indonesian and English.

To create this booklet, the writer followed six steps from Safitri and Prananta (2022), because the steps are simple and well-structured. The first step was need an analysis, which helped the writer understand what kind of promotional tool Green Gumuk Candi needed. The second step was identify and collect the data, where the writer visited the site, interviewed the manager, and took pictures. The third step was designing the layout of the booklet using Canva, an easy online design application. The fourth step was converting the printed version into an e-booklet. The fifth step was testing or trying the e-booklet, and the final step was verification, where the writer got feedback from the advisor and manager before publishing it.

During data collection, the writer used three methods observation, interview, and document analysis. From the observation, the writer saw the natural beauty, facilities, and activities offered at Green Gumuk Candi. Through the interview with the site manager, the writer got more details about the history of the place, ticket prices, number of visitors, and management goals. This information was then used to write the content of the booklet in both Indonesian and English.

The e-booklet contains several main parts. These include an introduction to Green Gumuk Candi, a brief history, a list of facilities such as swimming pools, camping areas, photo spots, and food stalls. It also explains the ticket prices and fun activities that visitors can enjoy, like hiking, swimming, relaxing in gazebos, and

playing in the children's playground. The writer used simple and friendly English so that all readers could easily understand the information.

For the design, the writer used Canva to create an attractive and clean layout. Each page was carefully arranged with photos and text. After the design was complete, the booklet was changed into a digital flipbook using Heyzine Flipbook. This made it easier to share online by using a link or QR code.

In the final reflection, the writer said that this project was very useful for improving skills in writing, translating, designing, and using digital tools. The writer also suggested that Green Gumuk Candi use more bilingual materials to promote their destination better. In addition, the writer recommended that the English Study Program at the university should continue giving students real projects like this, so they can practice their language skills in real-world situations.