

SUMMARY

Making a Booklet as a Promotional Medium of Forum Taman Bacaan Masyarakat Jember, Muhammad Reyhan Satya Nugraha, F31221288, 2025, 32 pages, English Study Program, Politeknik Negeri Jember, Cholimatus Zuhro, S. Pd., M. Li. (Supervisor).

One of the literacy organizations in Jember is Forum Taman Bacaan Masyarakat (FTBM) Jember. It is a forum that brings together the owners of community reading gardens (Taman Bacaan Masyarakat or TBM) spread across 7 sub-districts in Jember. This forum actively supports literacy movements by facilitating collaboration, training, and literacy-based activities among TBMs.

The promotional booklet entitled “*Forum Taman Bacaan Masyarakat (FTBM) Jember Improving Imagination, Encouraging Creativity*” was made to be the additional promotional medium of Forum Taman Bacaan Masyarakat Jember. To enhance literacy in Jember, Forum Taman Bacaan Masyarakat (FTBM) Jember was established as a collaborative space for literacy enthusiasts and communities to jointly develop the local literacy movement. the booklet will be made in 2 version format (Indonesian-English). This is based on the consideration that many of the literacy community’s programs are open to students, volunteers, and stakeholders from diverse backgrounds. All the information presented in the booklet was gathered using data collection methods based on Yusra et al. (2021), which include observation, interviews, and documentation. In developing the booklet, the writer adopted and combined the procedures proposed by Dini & Marlini (2019) and Restu Wibawa (2021), resulting in six comprehensive steps: analyzing the need, planning, designing, producing, conducting a trial, and generating the final booklet. This structured approach ensured the booklet was developed effectively, both in content and design.

In this final project, the writer managed to improve their writing and translation skills in creating informative and engaging content. In addition, the writer learned to manage time effectively and communicate better during fieldwork so that the final project could be completed properly. It is especially helpful for introducing FTBM Jember to foreign students, educational partners, or who are interested in literacy development. Two version format content also supports the vision of fostering inclusive and globally-minded literacy efforts.