

**DEVELOPING A BOOKLET AS PROMOTIONAL MEDIUM OF
RECREATION DEPARTMENT IN MONTIGO
RESORT NONGSA BATAM**

A FINAL PROJECT REPORT



By

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**ENGLISH STUDY PROGRAM
LANGUAGE, COMMUNICATION, AND TOURISM DEPARTMENT
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Presented as one of the requirements for the completion of the study in A-Three Year Program at
the English Study Program Language, Communication, and Tourism Department, Politeknik
Negeri Jember

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SUMMARY

Developing A Booklet As Promotional Medium Of Recreation Department In Montigo Resort Nongsa Batam, M.Hoiri, F31220321, 2025, 46 Pages, English Study Program, Politeknik Jember, Julien Arief Wicaksono, S.Pd., M.Pd. (Supervisor)

Montigo Resort Nongsa is one of the five-star resorts located in Batam. It covers an area of twelve hectares and offers one hundred thirty-six villas with beautiful views of the beach. Its strategic location makes it very attractive to international visitors, especially those from Singapore and Malaysia. The resort provides a wide range of facilities such as private pool villas, Japanese and local restaurants, a spa, a fitness center, and family-friendly areas including a kids club and swimming pools. One of the department which is recreation department is in charge of organizing various programs such as land sports, water sports, children's activities, and team building events. However, the way these activities were promoted was not effective, because each activity used a different brochure. This caused confusion for the guests and made it difficult for staff to explain the options clearly.

To solve this problem, the writer was given the responsibility to create a promotional booklet that combines all recreational activity information into one easy-to-use in form of booklet. The booklet was written in English and contains thirty-two pages. It was produced in two formats, a printed version in A5 size with full color and glossy paper, and a digital version that guests can access through a quick response code. Two quick response codes are included in the booklet. One directs readers to the digital version, while the other allows them to book activities directly. The project took about six months to complete, starting with data collection in Batam and continuing with the design and writing process in Jember. The writer used a laptop for writing and editing, a smartphone for taking photographs, the Canva application for layout design, and an online generator to create the quick response codes and make the booklet more interactive.

To gather accurate and detailed information, the writer followed a qualitative research method based on the approach introduced by Ismailia and colleagues in the year two thousand twenty-one. This method involved interviews, direct observation, and document collection. The writer also included photos as suggested by Creswell (2015). Interviews were conducted with two recreation department staff members, one manager and one supervisor, to learn more about

the types of activities, prices, schedules, booking procedures, and guest requirements. The process of developing the booklet included several steps, such as identifying what was needed, writing and organizing the content, creating the layout, asking for feedback from the university supervisor and the recreation team, and then finalizing the design. The result is a booklet that clearly presents all the important information in a simple and well-organized way.

Although the booklet is useful and well designed, there are still a few things that could be improved. The entire content is only available in English, which may be difficult for some guests who do not speak the language well. A few photos are missing explanations, and some activities do not have images because they are not offered every day or do not have complete documentation. The writer also faced challenges such as the long distance between Batam and Jember, and the limited availability of photos for some activities. Despite these difficulties, the writer gained valuable experience through the project, including skills in writing in English, organizing clear content, and designing visual materials that are easy to understand. In the future, it is recommended to create the booklet in multiple languages, update the photos regularly, and collect feedback from both guests and staff to improve the content. Offering both printed and digital formats is a good idea, because it gives guests more options depending on what they prefer.