

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

A FINAL PROJECT REPORT



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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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CHAPTER I. INTRODUCTION

1.1 Background

Batam City is the largest city in the Riau Islands province, Indonesia. The Batam City area consists of Batam Island, Rempang Island, Galang Island and other small islands in the Singapore Strait and Malacca Strait. Batam, Rempang and Galang Islands are connected by the Borelang Bridge. Batam City, originally an industrial center, has transitioned into a tourist destination. In 2015, the tourism sector contributed 17.56% to the city's regional revenue (Arisandi et al., 2019). This city is very close and borders directly with Singapore and Malaysia. As a planned city, Batam is one of the cities with the fastest growth in Indonesia. Batam is an island that offers many opportunities, especially in tourism. The island has many attractions like nice resorts, clean beaches, and golf courses that visitors can enjoy. Batam has the potential to be a popular destination for international tourists. With the many amenities and facilities available, visitors can easily explore the island's attractions. One frequently visited site is the Montigo Resort Batam, which draws international guests in the Nongsa area.

Montigo Resort is the one of five-star resorts in Batam, spanning 12 hectares and featuring 136 villas with stunning beach views. Its prime location makes it highly attractive to international tourists, particularly from Singapore and Malaysia. Montigo Resorts Nongsa offers 88 villas, 13 residences and 35 studios available for sale, featuring Bulgari-branded amenities with a blue tea scent. Montigo Resort offers private pool villas, a spa, gym, and various dining options including Japanese, seafood, and local cuisine. It has event halls, family-friendly facilities like a kids club and pools, plus an ATV area and water sports.

The Recreation Department at Montigo Resort helps make guests' stay more fun by offering things like land sports activities, watersports activities, kid's club activities and teambuilding activities. This department became the writer's choice for an internship and a partner for their final project due to its significant impact on guest engagement and satisfaction. The writer helped organize and promote fun activities for guests, guided them during games, and made sure events ran smoothly. The writer also introduced the daily schedule, invited guests to join in, and helped create a friendly and enjoyable atmosphere. During the internship, the writer worked closely with the staff and supervisors of the Recreation Department to explore effective ways to engage resort visitors. By guiding them through activities and also offering various

activities available at the Montigo Resort. The writer also presented an opportunity to address past promotional challenges. The brochures available from landsport, watersports, kidsclub, and activities groups, which were separate, make it a challenge to promote these activities. The recreation resort supervisor assigned the writer to develop a promotional media booklet to combine all previous separate promotional media. Booklets were chosen because all activities can be contained in one book. It can include complete information such as location, activity packages, prices, and requirements. So, guests can get all the information they need in one convenient medium. It can help optimize the promotion of recreational activities. The writer received an assignment from the supervisor to create a booklet containing all the activities in the recreation department.

The booklet is available in printed and digital versions. The printed version, sized A5 and produced in full color on glossy paper. The completed booklet consisted of 30 pages, highlighting all key aspects of the resort's recreation services. The target of this booklet is tourists who are staying at Montigo Resort, prospective tourists who plan to come, as well as resort staff who need it as a promotional tool in the resort. Booklet is used in English only, by combining all the activities in the Montigo Resort, and providing new things to promotional media including features that can make it easier for guests to access like a quick respond code activities, attractive displays. Guests will be able to find this booklet in the resort lobby area, and at exhibition events.

1.2 Objective

The objective of this final project is to develop a booklet as a promotional media for recreation department Montigo Resort Nongsa Batam.

1.3 Significances

Based on the objective above the report and the project of this final project can give advantage to the following parties.

1.3.1 For the Writer

The writer can improve his skills in writing, translating, and creating media to develop a promotional booklet for Montigo Resort Batam.

1.3.2 For the Owner of Montigo Resort Batam

The owner of Montigo Resort Batam can leverage this final project booklet as an effective promotional tool to promote and to increase the number of visitors to Montigo Resort Nongsa.

1.3.3 For Guests

This booklet helps guests learn more about the Recreation Department and makes it easier for them to choose fun activities during their stay.

1.3.4 For Students of the English Study Program

This final project serves as a valuable reference for students in the English Study Program at Politeknik Negeri Jember who aspire to undertake similar projects, particularly in the area of creating promotional booklet