

SUMMARY

Making a Bilingual Booklet as One of the Promotional Media for Beji Tourism Village, Teguh Suliyanta, F31222636, 2025, 82 Pages, English Study Program, Politeknik Negeri Jember, Agus Setia Budi, S.Pd, M.Pd. (Supervisor)

The result of the final project is a promotional medium for Beji Tourism Village. Beji Tourism Village is known for its superior tempe product. Starting from this potential, Beji Tourism Village was formed, which offers educational tour packages. However, Beji Tourism Village does not yet have a printed media that contains the latest information. Therefore, the manager of the tourism village suggested to the writer to create an attractive and informative booklet.

In making this booklet, the writer adapted the booklet making procedure from Cahyadi et al. (2022). The first stage is concept design, which includes media planning, message planning, and visual planning. The second stage is the creative objective, which is the process of visualizing the results of the concept design. The third stage is making rough layout, which is a rough description of the contents of the booklet. The fourth stage is comprehensive layout, which is the preparation of a more complete and almost finished booklet. The last stage is the final artwork, which is the booklet that has been finalized and ready to be printed.

The booklet has several advantages, including the use of bilingualism (Indonesian and English) to reach a wider audience. In addition, the booklet is available in two versions, namely a printed version that can be shared directly, as well as a digital version that can be accessed through social media. However, this booklet still has some limitations, such as the process of updating information that is still done manually and the writer's limited ability in graphic design.

During the process of making this booklet, the writer faced challenges in terms of communication and design skills. However, through this experience, the writer was able to learn and develop communication skills and improve design skills. The writer hopes that this booklet can provide real benefits for Beji Tourism Village as a promotional and informational medium for tourists.