

## SUMMARY

**Making Booklet as a Promotional Medium of Gita Anugrah Wisata Tour and Travel in Jombang**, Erick Brilian Girsang, F31221285, 2025, 59 Pages, English Study Program, Politeknik Negeri Jember, Renata Kenanga Rinda, S.Pd., M.Pd. (Supervisor).

This final project aimed to help *Gita Anugrah Wisata*, a travel agency in Sumobito, Jombang, improve its promotional efforts. Although the company has offered domestic and international tour services since 2010, its marketing relied mostly on word-of-mouth and social media. To address this, the writer created a bilingual promotional booklet in Indonesian and English, containing company information, tour packages, services, and contact details. The booklet, designed in A5 format using Canva with a modern gray theme, was produced in both print and digital formats.

The development process followed five stages: need analysis, data collection, design, verification, and testing, based on Safitri & Prananta (2022). Data were collected through interviews, observation, and documentation. The content was drafted in Indonesian, translated into English, and revised based on feedback from the supervisor and business owner. Key challenges included limited coordination time, tight deadlines, and maintaining consistent design across two languages.

Through this project, the writer gained skills in writing, translation, design, and collaboration. The final product served as a useful promotional tool for the company. It is recommended that the agency maximize the booklet's use and explore other digital media such as websites or videos. The writer also suggested that the English Study Program provide more design and editing training for future student projects.