

SUMMARY

Making a Booklet as a Promotional Medium of PT. Travelogy Tour Organizer, Ahmad Zacky Azizan Fahim, NIM F31222610, 2025, 54 Page, English Study Program, Politeknik Negeri Jember, Renata Kenanga Rinda, S.Pd., M.Pd., (Supervisor).

PT. Travelogy Tour Organizer is one of the tour and travel companies located in Jember. The company provides various services such as organizing tours, events, ticket sales, vehicle rental, outbound activities, and glamping. This final project aims to create a bilingual booklet (Indonesian and English) as a promotional medium that can help increase the number of customers, especially from abroad.

In the process of making this booklet, the writer adopted the procedure proposed by Purnamasari (2019), which includes five stages, namely: analysis, design, development, implementation, and evaluation. In addition, the data collection methods used refer to the opinion of Creswell and Creswell (2018), namely through observation, interviews, documentation, and audiovisual materials. This booklet consists of three main parts, namely: opening, main content, and closing.

The booklet's strength is its bilingual format, making it accessible to both local and international readers. The content is also well-structured and easy to understand. However, its limitation lies in being a printed-only format, requiring reprints for updates. During the project, the writer faced challenges, including a damaged laptop and communication issues with the partner, but managed to overcome them. This project provided valuable experience in graphic design, particularly in selecting colors, arranging visuals, and using Canva Pro, and also enhanced the writer's communication skills when coordinating with partners. Overall, it enhanced both design and professional communication abilities. How to choose appropriate color combinations and arrange visual elements