

SUMMARY

Creating a Booklet as a Promotional Medium of Monumen Yogya Kembali, Nurfany Herliyanti, F31222495, 2025, 34 pages, English Study Program, Politeknik Negeri Jember, Nodistya Septian Indrastana, S.S., S.Pd., M.Pd. (Supervisor).

The purpose of this final project was to promote Monumen Yogya Kembali to both local and foreign visitors. The booklet was bilingual, Indonesian and English. It contains complete information about Monumen Yogya Kembali and is available in two versions, printed and digital.

In creating this booklet, the writer used the seven steps by Agusti and Rahma (2019), including determining the booklet's title, creating the format or structure, searching and collecting information, managing the information, arranging the information, editing, and printing the booklet. The first step was determining the title of the booklet. The writer discussed with the Head of Marketing and Public Relations, and the title "Echoes of Struggle at Monumen Yogya Kembali" was chosen. The second step was to create the structure, which consisted of three parts: opening, main, and closing. The third step involved searching and collecting information using four methods: observation, interviews, document review, and audiovisual materials. In the fourth step, the writer processed and refined the collected information into a script, which was written in both Indonesian and English. In the fifth step, the writer arranged the information according to the three parts, such as opening, main, and closing. Next, editing. The writer hired the designer to edit the layout and design the booklet. Last step, the writer printed the booklet in A5 paper size (21 x 14.8 cm) with a landscape orientation.

During the process of making this product, the writer had several challenges. The writer had difficulty managing time to revise the report. The work was also delayed because the camera battery ran out quickly. Communication with the Head of Marketing and Public Relations was also difficult because messages were often replied to the next day, which made coordination difficult.

In the process of completing this final project, the writer learned several important things. The writer learned how to manage time well so that all tasks could be completed on time. The writer also learned how to communicate with other people using polite and easy-to-understand language. In addition, through this final project, the writer was able to improve writing skills, both in terms of language use and writing techniques. The writer also learned to collaborate with others, especially when discussing and coordinating with supervisors, designers, and the Head of Marketing and Public Relations of Monumen Yogya Kembali.

In the conclusion, the writer gave several suggestions for the Monumen Yogya Kembali and English Study Program. Monumen Yogya Kembali should create more varied content and include English to make it easier for foreign visitors to understand. In addition, the content should not only focus on ongoing activities. The English Study Program should maximize the material and practice of photo and video editing that has been provided. Thus, students can work on their own products without hiring a designer or editor.