

SUMMARY

Making a Booklet as a Promotional Medium of Labuan Resort Situbondo, Rena Safira Maulida, F31222463, 2025, 25 pages, English Study Program, Politeknik Negeri Jember, Vigo Dewangga, S. S, M. Pd (Supervisor)

Indonesia, a major tourism country, has adopted sustainable tourism to maintain natural ecosystems, local communities, and culture. To increase revenue, the government and entrepreneurs are focusing on hospitality in tourist areas, such as Labuan Resort in Pasir Putih Beach. Labuan Resort offers stunning natural beauty, comfortable facilities, and friendly service. However, it lacks promotional media in the form of printed materials like guidebooks and booklets. Despite its popularity, Labuan Resort needs a bilingualism booklet for promotional media to better reach foreign and local tourists.

In making this final project, the writer uses literature that includes determining the title and sub title, making format or structure, finding and collecting the information, processing, arranging, editing and printing. the title in making this booklet is “Labuan Resort”, with the sub title “The Hidden Paradise”. the final product of the Bilingual booklet is available in 2 versions, namely the 14-page printed version and the E-Booklet version. This booklet contains 3 parts, namely opening, content and closing. each part contains information needed by customers in the form of facilities, services, addresses, websites, and contact persons. There were also challenges and lessons learned during the process of completing the final project.

The writer hopes that the results of this final project can help the owner of Labuan Resort to promote his products to local and foreign consumers outside the exhibition. In addition, the writer hopes that this final project report can help students of the English Study Program as a reference to conduct a similar final project.