

SUMMARY

Making a Booklet as a Promotional Medium of Desa Wisata Adat Arjasa, Kaisa Kaniya Rahmadhani Isminarto, F31222813, 2025, 22 Pages, English Study Program, Politeknik Negeri Jember, Enik Rukiati, S.Pd, M.Pd. (Supervisor).

Making a Booklet as a Promotional Medium of Desa Wisata Adat Arjasa is the title of this final project report. This final project aims to create a Booklet as a promotional medium to provide information about Desa Wisata Adat Arjasa. Additionally, this promotional medium can also attract visitors to visit Desa Wisata Adat Arjasa. This product is available in two formats: a printed Booklet and an E - Booklet. The printed Booklet is displayed at the Desa Wisata Adat Arjasa office, while the E - Booklet uploaded to the Desa Wisata Adat Arjasa website. The Booklet is available in two languages, English and Indonesian. It contains comprehensive information about the Desa Wisata Adat Arjasa. Based on a preliminary study conducted by the writer, the manager of Desa Wisata Adat Arjasa needs additional promotional media to attract visitors to Desa Wisata Adat Arjasa. For this reason, the writer created promotional media in the form of a Booklet and E - Booklet.

To complete this final project, the writer collected data about Desa Wisata Adat Arjasa through observation, interviews, documents, and audiovisuals. The collected data becomes the content of the Booklet and E-Booklet. This Booklet consists of three parts: the opening, the content, and the closing. The opening consists of the cover, preface, and table of contents. The content includes history, distribution map, cultural tourism, tourist destinations, products, tour packages, and awards. The closing includes a photo gallery, contact persons, and copyright information. There are steps in creating a booklet, including need analysis, product design, making a product, and product testing. The writer used A5 paper size (15cm x 21cm) with portrait orientation.

The creation of this booklet was not easy for the writer, as the writer faced strengths, weaknesses, challenges, and lessons learned in completing the final project. The conclusion that can be drawn by the writer is that in completing the

final project, the writer was able to utilize the strengths, acknowledged several weaknesses that occurred, needed to face challenges that occurred, and learned many valuable lessons, such as time discipline and the need for consistency when working on the final project.