

SUMMARY

Making Booklet as a Promotional Media for Gumuk Watu Wuluhan, Rayya Nurritzqinia Haq, F31222370, 2025, 59 Pages, English Study Program, Politeknik Negeri Jember, Fitri Wijayanti, S.Pd., M.Pd. (Supervisor).

This final project is about creating a bilingual promotional booklet for Gumuk Watu Wuluhan, a nature-based educational tourism destination in Jember. The project's main goal was to produce a promotional medium that would help attract more visitors to the Gumuk Watu Wuluhan. The booklet was developed in both printed and digital formats, with the content presented in Indonesian and English to appeal to a broader audience, including both local and international tourists.

The project followed a structured five-step procedure based on the methods of Diri & Marlina (2019) and Agusti & Rahmah (2019): analyzing the need, planning, producing, conducting trials, and printing. Data was collected through various methods, including direct observation of the site's facilities and activities, interviews with the BUMDes Director and visitors, and document analysis. The booklet's content was meticulously planned, including a history of Gumuk Watu, details about its facilities, activities, tour packages, pricing, and visitor testimonials.

A key challenge was managing time effectively across all project phases, from data collection to translation and design. Another challenge was ensuring the accuracy and consistency of the bilingual content, which required multiple rounds of consultation and feedback from the supervisor and director. The booklet's design, created using Canva with high-quality photos, was a strength of the final product. Through this project, the writer gained practical experience and improved my skills in content creation, translation, and professional communication. The writer also learned that a creative contribution like this can significantly impact a local tourist destination's visibility and marketing reach.