

## SUMMARY

**Creating a Booklet as a Promotional Medium for Traveloky Tour & Organizer,**  
Deby Febrianti, F31221227, 2025, 25 pages, Language Communication and  
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(Supervisor)

The final project entitled “*Creating a Booklet as a Promotional Medium for Traveloky Tour & Organizer*” aims to produce a bilingual promotional booklet in printed and e-booklet formats. The booklet uses a bilingual format to promote Traveloky Tour & Organizer and to reach both local and international customers. The booklet contains company profile, vision and mission, services, tour packages with price lists, facilities, testimonials, and Traveloky's contact information. The writer chose this topic because of the growing need for promotional media that is attractive, clear, and easy to access in the tourism industry, especially to reach both domestic and international clients. This project also follows the request from Traveloky to have a printed booklet for exhibitions, meetings, and direct marketing to clients.

To support the process of making the booklet, the writer used three data collection methods based on Creswell (2012). The writer conducted observation at Traveloky's office in Malang to get information about facilities, activities, and products; interviews with the owner to collect data about company history, vision and mission, services, tour packages, and collected documents such as Traveloky's tour package PDF, client photos, and printed brochures. The writer did not use audiovisual materials since the existing photos and documentation provided by Traveloky were sufficient, and there was no new update to be added. The making process followed the steps from Diri and Marlina (2019). The steps were *needs analysis, product design, product creation, and product testing*.

The strengths of this project are the bilingual format that can reach more customers both local and international. The professional design using Traveloky's branding colors of blue, white, and toska green, and the flexibility to distribute it as both printed and e-booklet. However, this project also has several weaknesses. The limited space due to the booklet's A5 landscape format restricted the amount of content that could be presented on each page. The printed version may not fully reflect the colors and quality displayed on screen, which can affect the final appearance. In addition, the booklet was designed by only one person, which resulted in limited creative input and design variations. The challenges faced were writing and translating the script while keeping the meaning and style consistent, getting the latest tour package information from the owner, and keeping the visual style consistent between real client photos and Canva elements.

The writer successfully made the final booklet with a clear, informative, and attractive layout, ready to be used both offline and online. This product is expected to be an effective promotional medium to strengthen brand identity, reach more

markets, and present tour offers in a professional way. This project also gave the writer valuable experience in content planning, bilingual writing, visual editing, and client communication.