

SUMMARY

Making Bilingual Booklet as a Promotional Medium of Agrowisata Boma Gunung Pasang Panti Jember, Ariel Dio Fahrezi Santoso, F31222486, 2025, 58 Pages, English Study Program, Politeknik Negeri Jember, Renata Kenanga Rinda, S.Pd., M.Pd. (Supervisor).

This final project focused on creating a bilingual promotional booklet for Agrowisata Boma Gunung Pasang in Jember, East Java. The project idea came from the site's low visibility on social media, despite its strong tourism potential. To address this issue, the booklet was designed in both Indonesian and English, presenting clear information about the site's history, attractions, facilities, and activities. Attractive visuals were also included to support the text and capture the interest of local and foreign visitors.

The data for the booklet was collected through interviews, observations, and photographic documentation. The text was first written in Indonesian and later translated into English, with attention to accuracy and clarity. The layout was created using Canva Pro, resulting in an A5 portrait booklet of 20 pages. Besides being printed, the booklet was also shared online through the site's social media to maximize its reach.

The final product combined informative content with a professional design, making it an effective medium for tourism promotion. Its main strengths were the bilingual format, clear structure, and appealing visuals, which made the booklet both accessible and engaging. Although challenges arose, such as arranging interviews, ensuring translation accuracy, and photographing in poor weather, these did not lessen the overall quality. The booklet fulfilled its goal of providing attractive and reliable information while supporting the promotion of Agrowisata Boma Gunung Pasang. In the long term, it is expected to raise public awareness, attract visitors, and strengthen the site's competitiveness as a tourism destination in Jember.