

## SUMMARY

**Developing a Bilingual Booklet as a Promotional Medium for Primadhani Toko Oleh-Oleh Khas Jember**, Selsadila Alfiah Cahyani, F31220396, 2025, 43 pages, English Study Program, Politeknik Negeri Jember, Rizqi Febrian Pramudita, S.Pd., M.Pd. (Supervisor).

Primadhani is a souvenir shop located in Jember that offers specialty food products, especially those made from edamame such as Edamame Crispy and Edamame Original, as well as other local products like Suwar-Suwir, *Tape* Mayangsari, and Gadung Chips. Although the shop utilizes social media, it lacks informative promotional content to reach a broader audience.

To address this issue, a bilingual booklet titled "Discovering Edamame with a Local Twist" was developed in Bahasa Indonesia and English to promote the products more effectively both offline and online. The booklet includes the shop's history, list of product and product descriptions, price list, testimonials, contact persons, social media accounts, and address with a barcode. It was printed in A5 landscape format (15 x 21 cm) and contains 16 Pages. The booklet was created using a seven-step procedure from Agusti & Rahmah (2019), which included determining the title and subtitle of the booklet, creating the structure and format of the booklet, finding and collecting the information, processing the information, arranging the information according to booklet format, editing the booklet, and printing the booklet.

As a result of this process, the final booklet includes clear information and attractive pictures, making it a useful tool to promote the products. In addition, the booklet is written in both Indonesian and English makes it accessible to both local and international customers, while the compact A5 landscape format allows it to be conveniently distributed in the store, at events, and through online platforms.

During the process, the writer faced challenges in managing time due to other commitments, but gained valuable skills in writing, translation, editing, and digital design. The final booklet is expected to support Primadhani's promotional efforts and serve as a helpful reference for future English Study Program students working on similar final projects.