

SUMMARY

Making a E-Guidebook as a Promotional Medium for Air Terjun 7 Bidadari, Yulinda Dwi Wahyuni, F31222840, 2025, 27 pages, English Study Program, Politeknik Negeri Jember, Adriadi Novawan, S.Pd., M.Ed. (Supervisor).

The purpose of this final project was to develop a bilingual e-guidebook for Air Terjun 7 Bidadari in the form of printed and electronic versions as a promotional medium. The guidebook contains detailed information about the history, facilities, tourist activities, ticket prices, and visiting tips. It was designed to attract both domestic and international tourists and to support the promotion of Air Terjun 7 Bidadari as a natural tourist destination.

In making the guidebook for Air Terjun 7 Bidadari, the writer used the ADDIE model proposed by Branch (2009) and Molenda (2003). ADDIE consists of five steps: Analysis, Design, Development, Implementation, and Evaluation. In the Analysis stage, the writer conducted a needs analysis and collected data using Creswell's (2015) methods: observation (field visits to the site), interviews (with the site manager), documents (photos, testimonials, and location details from Google Maps and social media), and audiovisual materials (pictures of tourist activities and facilities). In the Design stage, the writer created the draft structure of the guidebook, including introduction, main content, and closing. The layout was planned in a clean and minimalist style, using natural color tones, readable fonts, and bilingual content (Indonesian–English) in parallel. In the Development stage, the writer used Canva to design the guidebook, combining bilingual text with photos, icons, and graphic elements, and then prepared both printed and electronic formats. The Implementation stage was conducted by testing the draft with the site management and a group of visitors to gather feedback on readability, usefulness, and attractiveness. Finally, in the Evaluation stage, the writer revised the guidebook based on feedback, improving layout, simplifying language, and ensuring translation accuracy. After the exam, the writer refined the e-guidebook based on examiners' suggestions and then distributed the printed copies to the management of Air Terjun 7 Bidadari and the English Study Program, as well as the digital version (PDF & JPG) to the site management. The writer faced several challenges, such as unstable internet connection during the design process and delayed responses from the site management due to their busy schedule. These challenges were overcome with good time management, offline editing, and frequent consultation with the supervisor.

In conclusion, the writer suggests that the management of Air Terjun 7 Bidadari optimize the use of this bilingual guidebook (both printed and electronic) as a promotional tool and update its content regularly. Meanwhile, the English Study Program is expected to strengthen practical learning in digital publishing, translation, and graphic design to better prepare students with skills relevant to the current professional needs.