

## SUMMARY

**Making a Booklet as a Promotional Medium of Bejijong Tourism Village in Trowulan Mojokerto.** Velly Andita Dwi Nurhaliza, F31222497, 2025, 41 pages, English Study Program, Politeknik Negeri Jember, Supervisor: Suyik Binarkaheni, S.Pd., M.Li.

This final project, titled “*Making a Booklet as a Promotional Medium for Bejijong Tourism Village in Trowulan Mojokerto*”, produced a 41-page bilingual promotional booklet in Indonesian and English. The booklet highlights the cultural, historical, and tourism potential of Bejijong Village, which is part of the Kampung Majapahit area, known for preserving the heritage of the Majapahit Kingdom through its unique red brick infrastructure, places of worship, traditional arts, and culinary heritage.

The booklet contains comprehensive information such as the village's history, main attractions; Brahu Temple, Siti Inggil Site, Buddha Tidur Statue, cultural traditions; *Nyandran* or *Ruwah Desa*, Mayang Rontek Dance, handicrafts (copper printing, Majapahit batik), accommodations, local cuisine, public facilities, tickets, and access routes. The booklet is designed in A5 portrait format with 41 pages, combining text and visuals to create an informative yet engaging guide.

Data was collected through observation, interviews with village staff, document analysis, and audiovisual documentation. The booklet production process followed seven stages based on Agusti & Rahmah (2019): determining the title, designing the content structure, collecting and processing information, drafting, designing with Canva and Adobe, and final printing. Printed and digital (e-booklet) versions were produced to reach a wider audience, distributed through official social media and at the Bejijong Tourism Village location.

This project faced challenges such as managing time between writing reports and designing booklets, translating cultural terms, and creating an attractive yet simple layout. These challenges were overcome through proper scheduling, collaboration with supervisors and village staff, and support from the booklet editor. Ultimately, the booklet proved to be an effective promotional tool, providing accurate information for both local and international audiences, while also

enhancing the writer's skills in writing, translating, and designing, and strengthening the promotion of Bejijong Tourism Village.