

## SUMMARY

**Making A Booklet As A Promotional Medium For Purnama Jati Pusat Oleh-Oleh Khas Jember**, Malik Fajar Habibi, F31222334, 2025, / 28 Pages, Language, Communication, and Tourism Department, Politeknik Negeri Jember, Rizqi Febrian Pramudita, S.Pd., M.Pd. (Supervisor)

This final project report is entitled "Making a Booklet as a Promotional Medium for Purnama Jati Pusat Oleh-Oleh Khas Jember". The purpose of this project was to create a bilingual promotional booklet for Purnama Jati, a souvenir shop in Jember famous for its main product, Prol Tape. This booklet was designed to provide detailed information to both local and international customers about the shop's history, products, and unique offerings. It provides a comprehensive and engaging overview, acting as a "backstage pass" to the brand's heritage and products. The final booklet was created to be readable and portable, using A5-sized landscape paper for both digital and print versions.

To complete the project, the writer utilized procedure from Heriyanto (2024) to ensure a flexible and well-structured workflow. This approach provided a clear, step-by-step process that guided the entire project, from initial research to the final product. The data collection methods followed Creswell & Poth (2018) theory, including observation, interviews, documents, and audiovisual materials. The writer used a NIKON D3500 camera and a tripod to capture high-quality photos for the booklet. For the design and editing process, the writer used software such as Adobe Photoshop, CorelDRAW, and Canva to create a professional and visually appealing layout. The entire project was completed in Jember over a nine-month period, from January to September 2025.

The project followed three main stages: preliminary studies, model development, and final product testing. The writer conducted preliminary studies which include a literature review and a field questionnaire to gather the necessary information for the initial draft. The Model Development stage involved wider testing with the public and revisions based on review from the Purnama Jati manager and the supervisor. The last stage which is final product testing After the

final revisions were made, the finished booklet was submitted to the Purnama Jati manager in both soft and hard files for distribution.

Throughout the project, the writer faced challenges, such as handling the editing process independently. Despite these obstacles, the writer gained valuable experience in communication, grammar, and mastering digital content production tools. In conclusion, the writer provided suggestions to both the shop owner and the English Study Program. The suggestions for Purnama Jati included improving product packaging and being more active on social media. For the English Study Program, the writer recommended adding practical courses on digital content creation to better prepare students for the professional world.