

## SUMMARY

**Making A Tourism Booklet of Adventurous Tourism of Kajasindo DMC Tour And Travel.** Wati Eka Nurmasari, NIM F31140880, 2017. Language Communication and Tourism Department, Politeknik Negeri Jember. Enik Rukiati, S.Pd., M.Pd. (first supervisor). Adriadi Novawan, S.Pd., M.Ed. (second supervisor).

Adventure tourism booklet is a promotion media that used to promote some adventure tourism object in Kajasindo DMC Tour and Travel. This final project was making a tourism booklet of adventurous tourism of Kajasindo DMC Tour and Travel entitled “ Adventure Tourism Package ”. This project focused on adventure tourism package. The writer decided to making an adventure tourism booklet in bilingual version and provide more detail information of adventure tourism package. There are five adventure tourism object such as Sukamade turtle beach tour package, bromo midnight tour package, bromo rafting tour package, ijen crater midnight tour package, and ijen crater blue fire tour package. Those five adventure tourism object is interesting tourism package for tourist. For that reason, it can attract the tourist to visits this object. Therefore, the writer decided to choose Kajasindo DMC Tour and Travel as the place this final project.

Additionally, This final project was made to help Kajasindo DMC Tour and Travel in promoting their tourism package especially in adventure tourism package. This project was due to the problems happened based on the previous leaflet. The problem found was the Kajasindo DMC Tour and Travel needed to promote the adventure tourism package. This final project was done based on data collecting method that the writer conducted in Kajasindo DMC Tour and Travel Jember related with the content of the booklet. In designing the product, the writer adapted the procedure of making booklet from Aprilia (2009). The writer also hired a programmer who is expert in designing adventure tourism booklet for make a design. This booklet made printed by A5 art paper, consist of 16 pages. In conducting this final project, the designer used GIMP computer software to design

the layout, background and the script position. The writer applied the language skills that the writer got in English Study Program to translate this booklet from Indonesian to English and also got new knowledge and experiences in making booklet. The writer want to dedicate the knowledge to make adventure tourism package of Kajasindo DMC Tour and Travel that are still un-known and the writer do hope this booklet of adventure tourism package could give much beneficial for Kajasindo DMC Tour and Travel.

This final project conducted in 11 months. It started from november 2016 and ended up in august 2017. In the process of making this final project, the writer had collected the data needed using three methods those are observation, interview, and documentations. Additionally, in making this product the writer have done 10 steps those are deciding idea, focusing in the idea, outlining the book, writing the book, reviewing the book, improving the writing, revising, editing, arranging layout, and the last is printing and binding the booklet.

On the other hand, this final project gave the writer some advantages. Firstly, the writer can learn more about tourism especially in adventure tourism package. The writer got knowledge and experiences about made the booklet and the writer could know what are the main requirement that should completed by the Kajasindo DMC Tour and Travel needed to promote. In contrast, the writer also got difficulties in making the product of final project such as developing the idea in making script, translating the script from Bahasa Indonesia into English and the last was designing the adventure tourism booklet.