

SUMMARY

Making a Booklet as a Promotional Medium of Mahameru Tour and Travel in Probolinggo City. Advilla Hilda, F31222704, 2026, 42 pages, English Study Program, Politeknik Negeri Jember, Supervisor: Vigo Dewangga, S.S., M.Pd.

This final project, entitled “**Making a Booklet as a Promotional Medium Mahameru Tour and Travel in Probolinggo City**”, produced a bilingual promotional booklet in Indonesian and English aimed at increasing tourism promotion and market reach for Mahameru Tour and Travel. Mahameru Tour and Travel is a local tour and travel business located in Probolinggo City that specializes in providing tour services to Bromo Tengger Semeru National Park and surrounding areas, supported by professional guides who are local residents of the Bromo region.

The booklet presents comprehensive promotion about Mahameru Tour and Travel, including company profile, tour packages, destinations, facilities, service advantages, access information, and contact details. The content highlights Probolinggo’s tourism potential, especially natural attractions, and emphasizes Mahameru Tour and Travel’s commitment to empowering local communities by employing residents of the Bromo area. The booklet is designed in an A5 portrait format, combining informative text with attractive visuals to create an engaging and easy-to-understand promotional medium for both domestic and international tourists.

Data collection was conducted through observation, interviews with the owner of Mahameru Tour and Travel, documentation, and analysis of existing promotional media. The booklet production process followed several stages, including determining the concept and title, organizing content structure, collecting and processing data, drafting bilingual texts, designing layouts using digital design applications, and finalizing both printed and electronic versions.

Developing this project involved several hurdles, specifically the shortage of promotional content, the complexity of translating tourism terminology, and the task of balancing a professional look with an appealing design. In conclusion, the booklet functions as an effective promotional tool that provides complete and accessible information, enhances Mahameru Tour and Travel’s brand image, and supports tourism promotion in Probolinggo City, while also improving the writer’s skills in writing, translation, and graphic design.