

SUMMARY

Making a Tourism Booklet to Promote the Beauty of Pancer Bay. Retno Widya Ningrum. F31140510. 2017. Language, Communication and Tourism Department. Politeknik Negeri Jember. 55 pages. Adriadi Novawan, S.Pd, M.Ed (First Supervisor). Fitri Wijayanti, S.Pd. M.Pd (Second Supervisor).

Indonesia is big and potential country, especially in tourism side. The tourism object spread around in Indonesia. One of the potential cities that have many tourism objects is Banyuwangi. It is located in eastern part of Java Island. The beauty in the tourism object in Banyuwangi is also as beauty as Bali, which is already known as beauty island. In Banyuwangi there are many kind of tourism object, such as beach. One of beautiful beaches is Pancer Bay (Mustika beach and Wedi Ireng Beach). In Mustika beach the tourist could enjoy the beach while camping or just sitting along the beach. The tourist also could visit Wedi Ireng beach, which is located beside Mustika beach.

Although Pancer bay has potential areas to develop, this beach has no specific promotional media to promote its beauty. Based the interview with the staff of Banyuwangi Tourism and Cultural Department, they said that, there was only one promotional media that was booklet. The booklet did not give complete information about Pancer bay, because it only gave the general information about it. Therefore, Pancer bay needs a promotional media which provides a very complete information about it.

The booklet provides information about Pancer bay such as the history of each tourism object in Pancer bay, the activity that the visitors could do and the annual event there. The booklet consists of 20 pages, and the design is full of picture of the object. The size is 148x210mm or the size of A5 paper.

I adapt the theory from Ardhi, there are 4 processes in making promotional media. Those are need analysis, arranging the content and design, and the last is production. The first step is need analysis. In this step, there are 4 things that should be considered: the purpose of making the promotional media, what kind of

promotional media, the target audiences and the budgeting. The second step is arranging the concept. In this step is consists of two concept, those are writing process and translation process. The last is the production.