

SUMMARY

Making a Tourism Booklet of Banyuglugur Sub District Situbondo, Fahrur Nisa', NIM F31140282, 2017, Language, Communication, and Tourism Department, Politeknik Negeri Jember, Adriadi Novawan, S.Pd., M.Ed. (Supervisor I) and Yusril Ningsih, S.Pd., M.Pd. (Supervisor II).

Tourism booklet is a media of promotion that used to promote some of unexplored tourism objects in Situbondo. Most of those objects are located in the western region of this regency, especially in Banyuglugur Sub District. There are six tourism objects in this Sub District, they are Tampora Beach, The Trip Place of Syekh Maulana Ishak, Tampora Waterfall, Selobanteng Archaeological Site, Batu Lantai Archaeological Site, and Petik Laut. Those six tourism objects are located in one Sub District only. For that reason, it can make the visitors are easier to reach the place from one object to others. Therefore, I decided to choose Banyuglugur as the place to explore some tourism objects in Situbondo.

Additionally, this final project was made to help the Cultural and Tourism District Agency of Situbondo in promoting those unexplored tourism objects, especially in the western region of Situbondo. This project was held due to the problems happened based on the previous booklet. The problem found was the Cultural and Tourism District Agency of Situbondo needed to explore the potential tourism objects in the western region, especially in Banyuglugur Sub District. Therefore, I needed to add some potential and unexplored tourism object in their promotional media, especially tourism booklet in the forms of bilingual.

The tourism booklet that explored the tourism objects in Banyuglugur Sub District was made in the form of bilingual those are Indonesian and English. It is dedicated to the domestic and foreign tourists who want to visit some tourism object in one sub district. Besides, I divided this tourism booklet into four parts. First part was the map of Banyuglugur Sub District, the second one was the table of the content, the description of each object accompanied with the pictures, and the last was closing.

This final project is conducted during 12 months. It started from September 2016 and ended up in August 2017. In the process of making this final project, I had collected the data needed using three methods: documentations, interview, and observation. Additionally, in making this product, I have done six steps: 1) determining the purpose of promotion, 2) determining the target audiences, 3) determining the media of promotion, 4) budgeting, 5) providing the concept, and 6) production.

On the other hand, this final project gave me some advantages. Firstly, I could learn more about tourism objects and particularly knew more about those in my town. Secondly, I could know what are the main requirements that have to be completed in developing the tourism objects. Nevertheless, I also got some difficulties in doing this final project such as developing the idea in making the script, translating the script from Indonesia into English, and issues around the designing process of the booklet.