

SUMMARY

Making a Booklet of Gumiitir Rest Area in Jember, Ely Suciyan, NIM F31141401, Year 2017, 39 pages, English Study Program, Politeknik Negeri Jember, Agus Setiabudi, S.Pd, M.Pd. (Supervisor 1) and Nanik Mariyati, S.Pd, M.Pd. (Supervisor 2).

Indonesia is known as one of tourism destinations because there are many potential tourism objects with its own beauty. Indonesia consists of 34 provinces which each province has potential tourism objects. One of provinces in Indonesia that has beautiful tourism objects is East Java. East Java Province is getting popular in Indonesia due to the originality of tourism objects in each city. One of cities in East Java that has potential tourism object is Jember. Jember has already known because the potential of natural tourism objects such as Papuma and Payangan beach. In other hand, Jember also has created tourism objects which can be an option for tourism destination such as Gumiitir Rest Area.

Gumiitir Rest Area is different with other rest area in Jember because it provides many kinds of tourism activities with beautiful scenery. The promotion of Gumiitir Rest Area still less effective because some of visitors who visit Gumiitir Rest Area only for taking a rest and does not know that Gumiitir Rest Area also provides many activities. To make Gumiitir Rest Area become more popular as tourism object, the writer decided to make a booklet as promotional media. Booklet is kind of printed promotional media that has purpose to give information and have small size which make the booklet easy to carry everywhere.

In making the booklet for this final project, the writer conducted four kinds of collecting data that used for the content of booklet. The first data collecting method was interviewing the Manager of Gumiitir Rest Area about history, tourism activities and facilities in Gumiitir Rest Area. The second was conducted observation about the condition in Gumiitir Rest Area. The third was conducted documentation to collect the information from existing promotional

media about Gumitir Rest Area. The last data collecting method was audio-visual media to collect some pictures for the content of booklet.

Therefore, the writer adapted five procedures from Ardhi (2013) for making the booklet. There were designed the concept of booklet, determined the size and number of pages, decided the content of booklet, decided the appropriate material that used for booklet and printed the booklet. The content of booklet is in bilingual version that is Indonesian and English and supported with pictures to make the booklet looks interesting. In the first page, the writer put table of contents. In the second and third page, the writer put the information about Gumitir Rest Area in general and the location. Then in next page, the writer explained about all activities in Gumitir Rest Area such as education tourism, outbound games, additional information about iconic places around Gumitir Rest Area and the facilities. In the last page, the writer put information about price list and contact person.

In conducting this final project, the writer got some difficulties such as making the script and making the booklet. In making script, the writer got some difficulties when translated the script from Indonesian into English and the writer also faced the problem in choosing appropriate diction and grammatical structure. Then, the writer got difficulties in making the booklet because the writer does not have skills in design graphic. Fortunately, those problems could be solved by consulted with the supervisors about the script and asked the booklet designer for making the booklet. Hopefully, this booklet can be beneficial to promote Gumitir Rest Area as one of potential tourism object in Jember,