

SUMMARY

Making a Complementary Booklet of Bondowoso Tourism Booklet Entitled “Where to Stay in Bondowoso”, Imratul Fadila, NIM F31140538, 2017, Language, Communication, and Tourism Department, Politeknik Negeri Jember, Cholimatus Zuhro, S.Pd., M.Li. (Supervisor I) and Alfi Hidayatu Miqawati, S.Pd., M.Pd. (Supervisor II).

Complementary booklet is a medium of promotion that is used to complete the tourism booklet of Bondowoso about hotels in Bondowoso. Those hotels are located in the center of Bondowoso and Sempol Sub District. In the first part, the booklet consisted of six hotels in Bondowoso those were; Ijen View, Palm, Baru, Slamet, Anugerah and Kinanti. It is completed with tourism objects around the central of the city those were; Railway Museum, Bendi Tour and Pecinan Shopping Area. In the second part, it consist of two hotels in Sempol, those were; Arabica Homestay and Cahtimor Homestay. It is completed with tourism objects around Sempol, those are; Ijen Crater, Wurung Crater and Blawan Waterfall. Most of the hotels in Bondowoso do not have any promotional media whereas they are needed as information for tourists who come to Bondowoso for holiday and business. For that reason, the booklet can make the tourists easy to choose where they stay in Bondowoso. Therefore, I decided to make a complementary booklet of Bondowoso tourism booklet.

The complementary booklet that explored accommodation in Bondowoso was made in the forms of bilingual, Bahasa Indonesian and English. It is dedicated to the foreign and domestic tourists who want to spend holiday and have business in Bondowoso. Besides, I divided this tourism booklet into two parts. The first part was hotels around the city completed with tourism objects around the city, the second one was hotels in Sempol completed with tourism objects around Sempol.

This final project was conducted in 11 months. It was started from October 2016 and ended up in September 2017. In the process of making this final project, I collected the data needed using three methods those are documentations, interview, and observation. Additionally, in making this product, I did 6 steps

those are determining the purpose of promotion, determining the target audiences, determining the media of promotion, budgeting, providing the concept, and the last was production.

Additionally, this final project gave me some advantages. First, I could learn more about tourism. I got knowledge and experiences about accommodation in Bondowoso. I could know the facilities of each accommodation and its way to develop. Second, I learned how to have good communication. In contrast, I also got difficulties in making the product of final project such as developing the idea in making the script, translating the script from Bahasa Indonesia and English, and the last was designing the tourism booklet.