

# **DESIGNING BROCHURE AS PROMOTIONAL MEDIA IN OPERATIONAL DIVISION AT NUANSA WISATA PRIMA NUSANTARA TOUR AND TRAVEL**

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## **ABSTRACT**

This Internship report focused on discussing the activities during my Internship Program in Tour Division at PT. Nuansa Wisata Prima Nusantara. Internship Program is a requirement for the students of State Polytechnic of Jember in order to complete the educational activities before graduation and give preparation to enter workplace as professional workers in the future. The goal of this program is to implement the students' skills related to the materials that they learned in English Study Program. The students have to consider the right workplace related to their background knowledge. I proposed to PT. Nuansa Wisata Prima Nusantara Tour and Travel as my internship program place because PT. Nuansa Wisata Prima Nusantara Tour and Travel is one of tour and travel agents in Jember that provide a good tour services such domestic and international tour package. I consistently believed by conducting the Internship Program in PT. Nuansa Wisata Prima Nusantara Tour and Travel, I could implement my skills and knowledge that I learned in English Study Program. I got an opportunity to handle jobs in Tour Division and Front Desk for handling customer directly. However, I focused on promoting activities. Promoting activities is one of several activities in operational division related to promoting available tour package through media. Common media used are brochure and flyer. Both has unique design to attract customer. There were two main activities that I did during my Internship Program. They were making tour itinerary and designing flyer and brochure as promotional media. During Internship Program, I faced some problems with designing brochure. I often do a lot of mistakes in printing the brochure. I have few experience in configuring printed media.

**Keywords:** *Operational Division, PT. Nuansa Wisata Prima Nusantara Tour and Travel.*