

# **Designing A Booklet as A Promotional Media for *Nuansa Wisata Prima Nusantara Tour and Travel: Overview & Management***

**Amelia Eka Nurlita**

English Study Program  
Language, Communication and Tourism Department

## **ABSTRACT**

Designing a booklet as a Promotional Media for *Nuansa Wisata Prima Nusantara Tour and Travel: Overview and Management* is the final project which was made based on the need of *Nuansa Wisata Prima Nusantara Tour and Travel* that located in Summersari sub district, Jember regency. The promotional media in *Nuansa Wisata Prima Nusantara Tour and Travel* has not been able to provide new information due to the lack of marketing division. This project focused on designing a booklet as a promotional media which give complete information about *Nuansa Wisata Prima Nusantara Tour and Travel* to the customers in bilingual version; English and Indonesian. The booklet is promotional media which can attract many customers' especially overseas customers. In this final project, the writer used three methods that adapted and combined from Northern Arizona University (2001) and Sekaran (2003) for collecting data. The methods were observation, documentation, interview. In designing the booklet, the writer used nine steps that adapted and combined from Chuck Green (2014) and Citation Software (2015). The steps were; create a shape of the booklet, build a theme, use icons, design around your artwork, focus on the messages of the booklet's headline, find a color scheme, plan with the cost in mind, use type as design. In designing the booklet, the writer was helped by someone who expert in operate the software for designing booklet. The writer designed the booklet about, overview section; general description about *Nuansa Wisata Prima Nusantara Tour and Travel* and management section; information about *Nuansa Wisata Prima Nusantara Tour and Travel* management staff. Hopefully this booklet will be useful for *Nuansa Wisata Prima Nusantara Tour and Travel*.

**Keywords:** *Promotional Media, Booklet, Nuansa Wisata Prima Nusantara Tour and Travel*