

Designing A Booklet As A Promotional Media For *Nuansa Wisata Prima Nusantara Tour and Travel: Main Destination*

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ABSTRACT

Designing a booklet as a Promotional Media for *Nuansa Wisata Prima Nusantara Tour and Travel* (Main Destination) is the final project which 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 awareness. This project focused on designing a booklet as a promotional media which can give complete information about *Nuansa Wisata Prima Nusantara Tour and Travel* to the customers. The booklet is promotional media which can attract many customers' especially overseas customers. The writer designed the booklet about, main destination; those are Love Bay, Papuma Beach, Watu Ulo Beach, Tiara Waterboom, Puslit Kopi Kakao Jember and Bandialit Beach. All of tourism objects that mentioned are the most tourism objects that have a lot of visitors. 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*