

Designing a Booklet as a Promotional Media for Nuansa Wisata Prima Nusantara Tour and Travel: Composing Favorite Tour Packages

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ABSTRACT

Designing a booklet as a Promotional Media for Nuansa Wisata Prima Nusantara Tour and Travel (Composing Favorite Tour Packages) is the final project which is conducted based on Nuansa Wisata Prima Nusantara Tour and Travel's need. Nuansa Wisata Prima Nusantara Tour and Travel is one of tour and travel agencies which is located in Summersari sub district, Jember regency. The promotional media in Nuansa Wisata Prima Nusantara Tour and Travel have not been able to serve the latest information due the lack of Marketing Division awareness especially in promotional activities. This project focused on designing a booklet as a promotional media which can promote profile and product about Nuansa Wisata Prima Nusantara Tour and Travel to the customers. The booklet is kind of promotional media which can attract many customers' especially overseas customers in using Nuansa Wisata Prima Nusantara products and services. The writer focused on composing content of the booklet related to four domestic tour packages and one oversea tour package. Four domestic tour packages consist of Bali, Jogja, Lombok and Jember tour packages. Overseas tour packages consist of Asian triple country tour packages. The customers can have more information and reference about the tour packages served by Nuansa Wisata Prima Nusantara Tour and Travel. Through the booklet, Nuansa Wisata Prima Nusantara could promote services and products effectively to customers.

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