

SUMMARY

Making a Booklet as Promotional Media of Kampong Kita Hotel & Waterpark Probolinggo, Ahmad Zaini, NIM F31172222, Year 2021, 62 pages. Language, Communication and Tourism Department, Politeknik Negeri Jember, Nanik Mariyati S.Pd., M.Pd. as the Supervisor of My Final Project.

Indonesia is one of the countries that have great tourism potential such as beaches, temples, mountains, and culture that can attract tourists. Thus, there are many foreigners come to Indonesia and make Indonesia a tourist destination. Due to a large number of tourism potentials in Indonesia, the country should have accommodation for visitors such as hotels. Hotel is one of the accommodations that plays an important role in the development of the tourism industry. This is because the hotel has a function as accommodation for visitors during their trip. In Indonesia, there are a lot of hotels with facilities that can satisfy tourists, such as hotels in Probolinggo, East Java. One of them is Kampong Kita Hotel and Waterpark located on Jl. Argopuro Raya, Condong, Gading. This hotel uses several promotional media such as booklets, websites, Instagram, Facebook, brochures. The general manager asked the author to re-create or update the booklet at the hotel.

The Booklet is presenting comprehensive information supported by interesting pictures about the circumstances of Kampong Kita Hotel & Waterpark, the facilities, and services. The content of the booklet also included the tourism object around it and the location of this hotel. The booklet was written in a bilingual version, namely Bahasa and English. This booklet was purposed to promote and introduce the hotel both of local and foreign customer interests to stay at the hotel. In making the booklet, there were at least 3 procedures that the writer used. Those were consisting of budgeting, making a concept, and producing. Then, there were four data collecting methods that the writer use to complete this final project. There were interview, observation, documentation, and audio-visual material.

Hopefully, the booklet is completely able to assist Kampoeng Kita Hotel & Waterpark in promoting and introducing its hotel. In addition, the product of this final project could essentially become a means for both local and foreign customers to make them know the complete information about Kampoeng Kita Hotel & Waterpark.