

SUMMARY

Making a Booklet as a Promotional Medium of Kampoeng Batja Jember, Sekar Fauzia Prasetyo, F31232241, 2026, 21 pages, English Study Program, Politeknik Negeri Jember, Nanik Mariyati, S.Pd., M.Pd. (Supervisor).

There is a place in Jember, one of the regencies in East Java, that still cherishes the joy of reading. In addition, this place encourages a passion to read among the local community and nearby communities. The place is known as Kampoeng Batja. Mr. Iman Soeligi, also known as Kung Iman, the owner of Kampoeng Batja Jember, was interviewed for the preliminary study. Based on the preliminary results, the owner wants to attract more tourists. Unfortunately, most of the visitors that visiting Kampoeng Batja are still locals. The owner's hope for Kampoeng Batja's development was to have a straightforward promotional tool that could be taken anywhere, simple, and that provided comprehensive as well as detailed information. Following conversations between the writer and the owner, the concept for a booklet was born. The owner then requested that the writer produce the booklet as a promotional medium.

This final project report aimed to create a booklet as a promotional medium for Kampoeng Batja Jember, so that this place can be better known to the wider community. The writer designed the booklet to introduce Kampoeng Batja Jember to a wider audience, not only local and international visitors. The reason this booklet was made bilingual (Indonesian and English) stems from the owner's hope. The owner hopes that Kampoeng Batja Jember will become better known and reach more visitors by using the booklet in both print and digital forms.

While making this product of final project which is booklet, the writer followed the procedures from Agusti & Rahmah (2019), which include: (a) determining the title and subtitles, (b) creating the format or structure of the booklet, (c) collecting information, (d) processing the information, (e) organizing the information according to the booklet format, (f) editing the booklet, and (g) printing. In addition, the writer used four data collection methods from Cresswell (2021): observations, interviews, documents, and audio-visual materials. Besides

that, the writer used these methods to collect information about the location, facilities, activities, book genres, and the products offered in Kampong Batja Jember.

While working on this final project, the writer faced some challenges. One of them was that the writer could not get the right angle for taking the pictures. At first, the writer planned to take the pictures by herself. Unfortunately, because the writer could not find the right angle, the writer hired a photographer to help take the pictures for the booklet. In addition, there are grammatical errors and editing difficulties in the booklet. However, the writer completed many parts of the project independently by learning from references across various media and applying reviews from both the supervisor and the owner.

Through this project, the writer learned new things, especially how to manage time, correct grammar, translate accurately, take pictures from the right angle, and design the booklet. Eventually, the writer gave several suggestions. For the owner, this booklet can be used while attending an event or placed at the front desk. Besides that, the digital version can also be uploaded to Kampong Batja Jember's Instagram account, which is the official social media, and even the owner's own social media account. However, for the English Study Program, the advice is to offer or provide a basic course in designing and photography to support the process of making the final project.