

SUMMARY

Desining a Booklet As a Promotional Medium For Museum Telu Jember,
Bagus Setiawan, F31231183, 2026, 26 Pages, English Study Program, Politeknik
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Museum Telu is a general museum established on January 3, 2025, in Summersari, Jember, East Java. The museum houses 140 artefact collections across three floors, representing three themes: the Formation of the Universe, the Birth of Civilisation, and the Development of Culture. Despite its potential as a cultural and educational tourism destination, the museum lacked a comprehensive offline promotional medium, as its promotional efforts were limited to social media. This gap motivated the writer to design a bilingual promotional booklet in Indonesian and English.

The booklet was developed through a five-stage procedure adapted from Safitri and Prananta (2022): needs analysis, data collection, design and development, verification, and testing. Data were collected through observation, interviews, document analysis, and audiovisual materials based on Creswell (2019). The writer collaborated with an editor and received feedback from both the museum owner and the academic supervisor throughout the process.

The final project was a 26-page A5 size, structured into three parts: introduction, body, and closing covering the museum's history, collections, facilities, services, and visitor information. It is available in both printed and digital formats. Questionnaires distributed to 30 visitors confirmed the booklet's effectiveness, with more than 50% of respondents strongly agreeing across all evaluation indicators. In conclusion, the bilingual booklet successfully addressed the promotional needs of Museum Telu and is expected to increase visitor numbers while reinforcing the museum's identity as a significant cultural institution in Jember Regency.