

SUMMARY

Making a Booklet as a Promotional Medium of Air Terjun Legomoro, Natasya Riftania, F31230192, 2026, 59 Pages, English Study Program, Politeknik Negeri Jember, Cholimatus Zuhro, S.Pd., M.Li. (Supervisor)

Air Terjun Legomoro is a natural tourist destination in Banyuwangi that is known for its twin waterfalls and pine forest scenery. The destination offers a peaceful environment and has the potential to attract nature lovers. However, Air Terjun Legomoro does not yet have a printed promotional medium that provides complete and up-to-date information. Therefore, the purpose of this final project is to create a bilingual booklet as an informational and promotional medium for Air Terjun Legomoro. The booklet is expected to help the manager introduce the destination to a wider audience, including both domestic and international visitors.

In developing the booklet, the writer applies the procedure proposed by Irawati (2015), which consists of pre-writing, drafting, proofreading, revising, and publishing. The writer collects data through interviews, observations, documentation, and audiovisual materials. The information gathered is then organized into booklet content covering the overview of Air Terjun Legomoro, its facilities, tourist activities, access routes, and contact information. The final product is available in both printed and digital formats to support promotional activities.

Through this final project, the writer gains knowledge and experience in data collection, content development, translation, and booklet design. The writer also improves communication skills through collaboration with the manager and the supervisor. During the process, several challenges arise, including limited graphic design experience and the need to ensure that the information remains current. Despite these challenges, the writer successfully completes the booklet and produces a promotional medium that can support the promotion of Air Terjun Legomoro.