

SUMMARY

Making a Bilingual Booklet as a Promotional Medium for Nirvana Museum Shop Jember, Belatus Saniah, F31230622, 2026, 27 pages, English Study Program, Politeknik Negeri Jember, Rizqi Febrian Pramudita, S.Pd., M.Pd. (Supervisor).

Nirvana Museum Shop is one of the shops in Jember Regency that offers a variety of Micro, Small, and Medium Enterprises (MSME) products. Based on the observations and an interview with the owner, it was determined that Nirvana Museum Shop needed a promotional medium that could present information that was comprehensive, attractive, and easy to understand. Although promotions had been carried out through social media, Nirvana Museum Shop did not yet have a bilingual promotional medium to introduce its business and products to both local and international customers. Therefore, the owner of Nirvana Museum Shop requested the writer to create a bilingual booklet as a promotional medium that could provide comprehensive information to the public.

This final project aimed to create a bilingual booklet entitled “Cultural Creation in Every Craft” as a promotional medium for Nirvana Museum Shop. The booklet was written in two languages, Indonesian and English, to reach both local and international customers. The information presented included the business history, vision and mission, product descriptions, price list, customer testimonials, and contact information. In addition to being available in print, the booklet was also produced in digital format (e-booklet) to make it easier to access and share with the public.

In the process of completing the booklet, the writer followed the seven stages of booklet production outlined by Agusti & Rahmah (2019), namely determining the title and subtitle, making the format and structures, collecting information, filtering and processing the information, organizing the information, designing and editing the booklet, and printing the booklet. In addition, the writer used four data collection methods outlined by Creswell (2021), namely qualitative observation, qualitative interviews, qualitative documents, and qualitative audiovisual and digital materials. Through these methods, the writer obtained

accurate and relevant information about Nirvana Museum Shop and its products.

During the process of preparing this final project, the writer faced several challenges, particularly in managing time and using proper English grammar in writing the report. To overcome these challenges, the writer managed the work schedule more effectively, used a grammar checking application such as Grammarly to identify and correct grammatical errors, and asked the supervisor for suggestions and feedback on the proper use of grammar and vocabulary. Through these efforts, the writer successfully completed the final project report and the bilingual booklet.

Through the preparation of this final project, the writer gained experience in collecting and analyzing data, creating bilingual promotional materials, and completing the final project report. The writer hopes that this bilingual booklet can be used by Nirvana Museum Shop as an effective promotional medium to introduce its business and products to a wider audience.