

SUMMARY

Making a Bilingual Booklet as a Promotional Medium of Tiara Jember Park Waterboom, Siti Aisyah, NIM F31222597, 2026, 58 Page, English Study Program, Politeknik Negeri Jember, Fitri Wijayanti, S.Pd., M.Pd., (Supervisor).

Tiara Jember Park Waterboom is one of the man-made tourisms located in Jember. This place offers a variety of interesting rides, ranging from a playground for children, swimming pools with various water slides. This final project aims to create a bilingual booklet (Indonesian and English) as a promotional medium to help increase the number of customers, especially from abroad. The booklet format was two versions, like a printed booklet, and electronic booklet.

In the process of making this booklet, the writer adopted the procedure proposed by French (2011), which includes four stages, namely choosing an interesting title and sub-title, using a logical structure and concrete format, using appropriate writing methods, and using an attractive cover. In addition, the data collection methods used refer to the opinion of Creswell and Creswell (2012), namely through observation, interviews, documentation, and audiovisual materials. This booklet consists of three main parts, namely: opening, main content, and closing.

The strength of this booklet was in its interesting structure, covering various important topics and providing a clear overview for potential customers. However, the weakness of the booklet was that the information was not very detailed due to its small size, so customers needed to contact Tiara Jember Park Waterboom for more details, and the printed version was vulnerable to damage or loss. During the making of this final project, the writer faced challenges in collecting data, as communication with the management was sometimes limited and responses were slow, which required extra time. Despite this, the writer continued other stages while waiting for data, so the project was finished efficiently. Through this process, the writer also gained valuable experience in graphic design, especially in choosing color combinations and visual elements to create an attractive and clear design.