

SUMMARY

Making a Booklet as a Promotional Medium for Sukamade Beach Banyuwangi, Aderieno Firmansyah Putra, F31231872, 2026, 39 pages, English Study Program, Politeknik Negeri Jember, Enik Rukiati, S.Pd. M. Pd. (Supervisor).

The final project is a bilingual booklet for Sukamade Beach Banyuwangi. Sukamade Beach Banyuwangi is one of the known beautiful beach in Banyuwangi, East Java, Indonesia. This beach is remote, white-sand paradise within Meru Betiri National Park, widely renowned for the sea turtle conservation efforts. This beach was located about 97 km of Banyuwangi town. Under the management of Meru Betiri National Park, this ecotourism destination was lack of promotional media that promote the destination to wider range.

To solve this problem, the writer designed a bilingual promotional booklet in Indonesian and English entitled “The Green Hidden Paradise of Sukamade Beach Banyuwangi.” The booklet was created in printed and digital formats. The booklet contained information about the destination history, activities, accommodations, map location, ethics or guidelines, travel tips, photos gallery, testimonials, and contact details.

In completing this project, the writer applied several data collection methods including interview, observation, documents, and audiovisual materials. The data were collected directly from the staff of Sukamade Beach Banyuwangi with a permit letter for observation and research from Meru Betiri National Park. In developing the booklet, the writer started the steps from determining title and subtitles of the booklet, creating a booklet format or structure, searching and collecting data used for booklet content, processing and filtering information, arranging information according to the booklet format, editing to printing the booklet.

During the production process, the writer faced several challenges, such as limited design skills, grammatical difficulties in translating the English content and arranging information into a concise format. However, these challenges were solved through revision, guidance from supervisor, and collaboration with editor. The final product was bilingual booklet designed using Canva application and the help of

editor to create interesting layout. The booklet was available in an electronic form in PDF file and printed form with A5 art paper. The booklet consisted around 17 pages.

The result of the final project was a bilingual booklet available in Indonesian and English. The writer hopes that this booklet is able to help Meru Betiri National Park and Sukamade Beach Banyuwangi to provide information and made it be known to a wider range and gain more potential visitors. The writer also hopes that this final project report able to help students of the English Study Program as a reference.