

SUMMARY

Making a Bilingual Booklet as a Promotional Media for Museum Blambangan Banyuwangi, Steve Ferdinand Pungus, F31232320, 2026, 63 pages, English Study Program, Politeknik Negeri Jember, Yusraili Ningsih S.Pd., M.Pd.

The final project is a bilingual booklet for Museum Blambangan Banyuwangi. The final project resulted in a bilingual booklet entitled *The Art of Museum Blambangan Banyuwangi*. This bilingual booklet was developed as a promotional medium to introduce Museum Blambangan Banyuwangi to both local and international visitors. The project was carried out because the museum had limited English promotional media that could effectively present information about its history, collections, galleries, facilities, and visitor activities. Through attractive visuals and concise bilingual descriptions, the booklet aims to promote the museum's unique cultural and historical heritage, increase visitors' interest, and encourage more people, especially international tourists, to visit Museum Blambangan Banyuwangi.

The objective of this final project was to produce a bilingual booklet in Indonesian and English that provides comprehensive information about Museum Blambangan Banyuwangi. The development process began with collecting information through observations, interviews, documents, and audiovisual materials. The collected information was then compiled into an Indonesian script, which was reviewed and revised based on feedback from the museum staff. Afterward, the script was translated into English and further revised according to the supervisor's suggestions. The finalized content was organized into the booklet structure, followed by the design and editing process before the booklet was published in both printed and digital (e-booklet) formats.

During the production process, the writer encountered several challenges, including limited photography and editing skills, difficulties in translating the content into English, and arranging the information into a well-organized booklet format. These challenges were addressed through revisions, discussions with the supervisor, feedback from the museum staff, and assistance from an editor.

The bilingual booklet is expected to benefit Museum Blambangan Banyuwangi by serving as an additional promotional medium and a source of information for visitors. It is also expected to help local and international visitors obtain information about the museum more easily and encourage greater interest in learning about the history and cultural heritage of Banyuwangi. Furthermore, the writer hopes that this booklet can support the museum in promoting its collections to a wider audience.

