

SUMMARY

Making a Booklet as Promotional Media of Toko Sumber Madu Oleh-oleh Khas Jember, Muhammad Milam Trijayanto, F31181101, 2021, 39 pages, English Study Program, Politeknik Negeri Jember, Enik Rukiati, S.Pd., M.Pd. (Supervisor).

This is the report of final project entitled “Making a Booklet as Promotional Media of *Toko Sumber Madu Oleh-oleh Khas Jember*”. In doing offline promotion, the owner of “Toko Sumber Madu Oleh-oleh Khas Jember” sells their product in several shops. This final project was made because “Toko Sumber Madu Oleh-oleh Khas Jember” needs promotional media to promote their products. So, the writer decided to make a booklet as promotional media to help “Toko Sumber Madu Oleh-oleh Khas Jember” promote their products.

The writer collected data to complete this final project. There are four steps that the writer did to collect data, there are interview, observation, documentation, and audiovisual material. The title of this booklet is “The Uniqueness of Toko Sumber Madu Oleh-oleh Khas Jember”. There are three part of this booklet. They are opening, content, and closing parts. In the opening part, there are information about “Toko Sumber Madu Oleh-oleh Khas Jember”, such as *prakata* (foreword), and *gambaran dan sejarah* (overview and history). In the content part, there are information about the products of “Toko Sumber Madu Oleh-oleh Khas Jember” starting from the flagship product, the original product, and the other product that produce by the other producers. In the closing part, there are information about customer’s testimony, location and contact person of “Toko Sumber Madu Oleh-oleh Khas Jember”.

The booklet was written in a bilingual version, bahasa Indonesia and English. The size of this booklet was A5 (14.8 x 21 cm) with landscape orientation. The writer adopted the procedures of making booklet from Arin (2009). The procedure are deciding idea, focusing on the idea, outlining idea,

writing booklet, reviewing the writing, improving the writing, revising, editing, designing the booklet, and producing the booklet.

In writing this final project, the writer had opportunity to apply communication skill with the supervisor and the owner. The writer also has great enthusiasm to complete this final project. The writer also has weaknesses in writing this final project. The writer has difficulty translating some traditional foods into English. The writer also has difficulty in grammar. Besides that, the writer does not have good skill to editing. To facilitate these difficulties the writer uses a dictionary and Google Translate to find out the translation of traditional food, the writer also uses a grammar application such as grammarly to check for grammatical errors. For editing, the writer hired someone to edit the booklet. The challenge for the writer in doing this final project is that the writer makes a product that is expected to help the owner promote her product and have a positive impact. In addition, the challenge of doing this final project is to be able to complete the project on time based on the predetermined timeline.

The writer got some benefits from this project. The writer improved his skill in writing the booklet script. In addition, the writer also improved his creativity in designed concept of the booklet. The writer also knew information about “Toko Sumber Madu Oleh-oleh Khas Jember”.