

## SUMMARY

**Making a Company Profile Booklet of Dreamland Hotel Bondowoso**, Ilva nur avitasari, NIM F31182266, 2021, 45 pages, English Study Program, Politeknik Negeri Jember, Fitri Wijayanti, S.Pd., M.Pd. (Supervisor).

The development of tourism activity in Indonesia grows so fast, especially in accommodations like hotels. There are a lot of hotels in Indonesia that have many facilities that can make the guest who stays there feel comfortable. There are two types of hotels, they are non-rated and rated/star hotels. Rate hotels are the hotel that has more adequate facilities rather than a non-rate hotel. They compare in giving the best service for their guests. Dreamland hotel was established in December 2019. Dreamland Hotel in bondowoso is a 2-rated star hotel. It is located in Jl. Kismangunsarkoro No.999 Bondowoso.

Dreamland hotel could be found on social media like instagram, facebook and brochure. Those social media are tools to promote this hotel and the owner said that these promotional media were less effective. It has less information on the instgram, facebook and brochure. The data in the brochure only just information about the location, room type, facilities, and prices. Dreamland hotel's Facebook accounts only just information about the ratings, reviews from guests, as well as photo documentation during their stay at Dreamland Hotel. For the Dreamland Hotel Instagram account only just information about promos offered and some of the menus available in restaurants and cafes. The writer also got information that Dreamland hotel did not reach the target they want. The owner said that in February 2020-2021 the number of the guest only reached 3.800, while they were targeting 5.00 guests. From the facts above, Dreamland Hotel asks the writer to make another promotional media in form of a booklet.

In making this booklet as a final project, the writer did some activities in collecting data needed. There were four activities in collecting the data. Those were observation, interview, documentation, and audio-visual material. In the interview, the writer collected the information related to the history, vision and

mission, several questions related to the events, several questions related to the facilities of the hotel, and kind of room and price. In the observation, the writer did the observation of some of the facilities. Those are parking area, one meeting room, Mahkota Resto and Pizza Corner Cafe, a lobby, 24 hours room service, laundry. In the documentation, the writer got the data about the complete contact information and address. In the last audio-visual material, the writer hired a photographer for taking some photos of Dreamland Hotel.

After getting the data, the writer started editing the booklet. The booklet was in a bilingual version that is an English language and *Bahasa Indonesia*. In making the booklet, the writer adopted the procedure from Urip (2013) were designing the booklet, deciding on booklet design, collecting data, drafting the text, reviewing, editing and publishing.

In finishing this project, the writer found the difficulties and challenges. The writer has difficulties when making the product, the writer used the grammar checker application, Grammarly, to check the grammatical error because she has some difficulties in grammar. The writer needed to learn more about grammar, computer skills for designing the booklet, and how to write a good script in the booklet. In addition, the writer has challenges when taking the data, When taking the data, the writer has to pass through 60km from Paiton to Bondowoso for one and a half hours. Therefore, the general manager allows the writer to walk around the hotel area to take some data.