

## SUMMARY

**Making a Booklet as Promotional Media of Ijen Maning Coffee in Licin Banyuwangi**, Rindu Putri Kinasih, NIM F31182033, 2021, 16 pages, English Study Program, Politeknik Negeri Jember, Nodistya Septian Indrastana, S.S, S.Pd, M.Pd. (Supervisor)

The title of this final project report is “Making a Booklet as Promotional Media of Ijen Maning Coffee in Licin Banyuwangi”. Through the result of the preliminary study and in-depth interview with the owner of Ijen Maning, Davidy Ali Wafa. The writer figured out the owner’s problem in promoting the products. The owner faced difficulties in explaining the products to the international tourist because of his lack of ability in speaking English. Furthermore, the other promotional media owned by Ijen Maning like Instagram and Facebook were currently inactive. The writer decided to make a booklet as promotional media of Ijen Maning. Later, the booklet will be used as one of Ijen Maning promotional media which can promote the business.

To complete the data needed in the booklet, the writer did four processes in data collecting methods. Those are interview, observation, documentation and audiovisual material. The interview was conducted three times and the writer observed Ijen Maning directly for two days one night to get complete information about Ijen Maning business. However, the writer needed the previous data like photos or documents related to Ijen Maning in the past to fit out the data for the report and the booklet itself. The writer took many photos to visualize the booklet with the process of making coffee, the products and the place directly to Ijen Maning.

In making the booklet, the writer used four steps. Those are analyzing the needs of the target market, outlining and designing the booklet, revising and editing, and binding. The writer hired a graphic designer to help design and finish the booklet. The booklet consist of 16 pages and 21cm x 15cm in length, and was written in bahasa Indonesia and English. It was designed using Photoshop and

Affinity Designer. The booklet was printed in Art Paper 120gsm with gloss lamination. The content of the booklet was divided into three parts, introduction, table of contents, and overview in opening section. Kinds of coffee, the traditional process of making coffee, customer testimony also provide in main content, and closing section contains pricelist, location and contact person.

The writer managed to finish the booklet for this final project. The writer found some difficulties in making the script or draft, and need to hire a designer to help design the product. However, the writer learned a lot about kinds of coffee and the process of making coffee. And the writer hopes that this booklet can help the owner as its function as promotional media.