

SUMMARY

Making A Booklet as Promotional Media of Jember Green Herbalist, Diah Restu Pamuji, F31180432, 2021, 28 pages, English Study Program, Politeknik Negeri Jember, Nanik Mariyati S.Pd., M.Pd (Supervisor)

This is a final project report entitled “Making a Booklet as Promotional Media of Jember Green Herbalist”. This project was carried out by the writer because it requires promotional media in the form of booklets as a means to promote products. For now, Jember Green Herbalist only has social media to promote its products such as Instagram, Facebook, and Telegram, but this promotional media does not have detailed information about products from Jember Green Herbalist, only prices, product benefits, and product images.

In making final project, the writer needs supporting data to complete this final report the writer conduct interview, observation, documentation, and audiovisual material. This booklet divided into three parts there are opening, the content, and the last is the closing section which consists of the owner contact details and the address. The opening section contains the front cover, introduction, table of contents, and history of Jember Green Herbalist. The main content of this booklet contains several types of herbal medicine produced and descriptions of products from Jember Green Herbalist based on their benefits and prices and also will be included the process of making the product. Then the closing part of the writer presents testimonials from customers, home industry addresses, telephone numbers, e-mails, and social media. In addition, this booklet was developed in bilingual English and *Bahasa Indonesia* version with 26 pages and printed in the size of 15 x 21 cm. The design adapted to the Jember Green Herbalist concept.

To make this booklet the writer found difficulties and challenges the writer found difficulties when making the schedule to meet the owner of Jember Green Herbalist because of the density of activities she had. It was also the manufacture of herbal products from Jember Green Herbalist has its own schedule and did not produce every day so that it caused the writer to delay taking photos of activities

from the process of making herbal products. Second problem about making the script the writer has difficulty in translating some words and also difficulty in composing sentences.