

SUMMARY

Making a Booklet as a Promotional Media of Trajekline Tour and Travel Jember Febby Imelda Nur Safitri, F31181713, 2021, 25 pages, English Study Program, Politeknik Negeri Jember, Asep Samsudin. S.Pd.,M.Li (Supervisor)

This is the report of final project entitled "Making a Booklet as Promotional Media of Trajekline Tour and Travel Jember". Based on the preliminary study, the writer created this final project to help make a booklet of Trajekline Tour and Travel which engages in advertising, construction services, transportation, tour and travel.

Trajekline tour and travel is one of tour and travel agents in Jember but it has not been explored and not well known by public. Therefore, the writer made a booklet about Trajekline tour and travel to make it easier for the public to get information about any services and tour packages offered by Trajekline Tour and Travel Jember. The writer make a booklet in bilingual version because the writer wants to develop a tour and travel agency Trajekline Jember to foreigners so that the Trajekline is known by many people, especially local and foreigners.

In finishing this final project, the writer used four methods for collecting the data. They are Interviews, observations, documents and audio visual material. The writer asked about the history, vision and mission, the service offers, tour packages, the facilities, and contact person that used to promote to the owner during the interview. During the observation, the writer search the information about Trajekline Tour and Travel, such as the location and the facilities of the office, the services, and the activities of the staff. In documentation method, the writer found an additional information from the company social media such as instagram, facebook, website about the facilities, services, and the location in Trajekline Tour and Travel through Google Maps. The last method is audiovisual material. The writer took some pictures of Trajekline Tour and Travel in their office by herself. There are some pictures that writer took related to the facilities that they use, the buses, cars, motorbikes and the picture of the owner itself.

The writer used deciding idea, focusing on the idea, outline concept, writing, arranging layout, editing and binding steps in making the booklet. This booklet is divided into three parts. The first part of this booklet tells the history, the company's vision and mission. The second part is focusing on the services, tour packages, and the facilities that they offer to the public. The final section of this booklet consists of contact person and the location of Trajekline Tour and Travel Jember.

Finally, the writer completed this final project successfully and hopefully with this promotional booklet, it can provide information needed by the customers and attract visitors to use the services of Trajekline Tour and Travel Jember.