

SUMMARY

Making a Booklet as Promotional Media of Fathihtour Wisata Bondowoso, Yaritza Adriana Cipta, NIM F31180957, 2021, 22 pages, English Study Program, Politeknik Negeri Jember, Nila Susanti, S.S, M.Pd. (Supervisor)

The title of this final project report is “Making a Booklet as Promotional Media of Fathihtour Wisata Bondowoso”. Fathihtour Wisata is one of travel agency in Bondowoso. Through the result of the preliminary study and interview with the owner of Fathihtour Wisata, Riska O. Diyanto. The writer figured out the owner’s problem in promoting the products. Their promotional media are WhatsApp, Instagram, Facebook and Telegram. The owner of Fathihtour Wisata stated that their promotional media were incomplete and needed to be updated. writer decided to make a booklet as an additional promotional media which provide complete information in order to assist the owner in promoting Fathihtour Wisata's services. So, Fathihtour Wisata will be known more widely by the public.

To get information that is needed in making booklet of Fathihtour Wisata, the writer did four processes in data collecting methods. Those are interview, observation, documents and audiovisual material. The writer conducted all activities directly with owner permission and applying health protocol in this pandemic era. The Interview was conducted two times and three times for the observation to get complete information about Fathihtour Wisata, the writer also collects documents related to the history, tour packages, services, feedback from the customers and documentation of customers from Fathihtour Wisata’s owner. The writer also took a picture like a facilities and condition of the office of Fathihtour Wisata to visualize the booklet.

In making the booklet, the writer used seven steps. Those are brief client, observation, interview, brainstorming, design process, revision and finishing. The writer hired someone to help her in create a layout design using the designs she had created using Photoshop and Adobe Illustrator. The booklet come up in 26 pages and written in Indonesian and English. The layout divided into 3 parts, Opening, content and closing.

In making this final project, the writer found some difficulties, the writer has no design skills, so the writer needs to hire someone to make the design of the booklet. However, this final project is challenging for the writer, because in making the booklet is the writer did the collecting data in the middle of pandemic which were causing the travel did not operate optimally, so the writer took a picture of the office, the owner, the facilities of Fathihtour Wisata and some tourism site which was the destination of the tour and collect the documentation of customers from previous trip from the owner of Fathihtour Wisata.