

SUMMARY

Making a Booklet as a Promotional Media of Flodista Gallery Wood Handicraft Bondowoso, Yuni Aizah Nurina, Nim F31181357, year 2021, 24 pages, English Study Program, Politeknik Negeri Jember, Vigo Dewangga, S.S., M.Pd,(Supervisor).

Indonesia is a country that is rich in natural products, and these natural products are created by many people and as the livelihood of people in some parts of Indonesia. One of the products are created in the region in Indonesia is a wood handicraft. One of the handicraft-producing provinces is East Java. In East Java there are various producers of wood craft. One of them is Bondowoso regions, which famous with its wood handicraft is Flodista Gallery. Bondowoso is one of the regencies in east java that has a good tourist attraction because Bondowoso the Diversity of art and culture, which has been spreading in every region its regencies. Bondowoso is regencies with an extensive agriculture and plantation area. One of the famous arts of Bondowoso is wood handicraft located in Tamansari. Large plantation land became the starting point for using wood as a craft material. One of the wooden handicraft houses in Bondowoso is Flodista Gallery. Flodista Gallery handicraft is wood handicraft Located at Jalan Santawi Pinang Mas III Number 3, Flodista is a center for selling recycled handicrafts, a restaurant, as well as a handicraft workshop. Based on the interview with the owner, domestic tourists and foreign tourist interested in the quality of Flodista Gallery wood handicraft products. However, Flodista Gallery does not have promotional media containing complete information about Flodista Gallery wood handicraft. Booklet is a printed media to promotion with giving detail information about Flodista Gallery. the procedure of making a booklet as a promotional media are determining the purpose of promotion, determining the target audience, determining the promotional media, budgeting, making concept, and producing. The product that the writer makes is a bilingual booklet. The booklet was made in 22 page and for size 14,5 cm x 21,5 cm. For the font used Century gothic, Arial

rounded, Times New Roman, Bird of Paradise, Broder bound. For the color use in this booklet, use Black code C 0M0y0K100, Yellow code C 20M0y60k0, and Brown code C 47M74y100k12. The writer has several obstacles in collecting data for making booklets, the author faces several obstacles. the author must coordinate with the owner of the Flodista Gallery regarding the meeting to be held and visit the Flodista Gallery several times in collecting data because it takes a lot of time. In addition, the writer must make a good script to keeping the good name of Flodista Gallery. Making promotional booklet of Flodista Gallery Wood Handicraft were takes so much time, patience, efforts, struggles and total dedications. In proses of making the content, the writer had to apply English skills such as writing and translating in order to produce good description in this booklet. Hopefully, this booklet may give much beneficial for Flodista Gallery Wood Handicraft to sell and promote this product.