

SUMMARY

Making a Booklet as Promotional Media for Anggrek Tour and Travel, Igun Lasona Dalas, F31181613, 2021, 58 pages, English Study Program, Politeknik Negeri Jember, Agus Setia Budi, S.Pd, M.Pd (supervisor)

This is the report of the final project entitled “Making a Booklet as Promotional Media of Anggrek Tour and Travel”. This project was made because Anggrek Tour and Travel need a new promotional media in booklet form because customers can get the information about the tour packages and their services easily. In order to invite many customers to use the services from Anggrek Tour and Travel, the owner thinks about making the new promotional media to promote the tour packages. The owner of Anggrek Tour and Travel has already promoted the tour packages on Instagram. The content of Instagram is only company profile and pictures of the customer’s activities without detailed information of tour packages. The writer tried to find out detailed information about Anggrek Tour and Travel by conducting a preliminary study. For those reason, the writer decided to make a booklet for Anggrek Tour and Travel with Flexibility concept that adjusting travel needs.

In making this final project, the writer did the interview, observation, documentation, and audiovisual materials for supporting the data. In making this booklet, the writer adapted seven steps from Andreansyah, (2015) and one step from Alwafi, (2018). The seven steps that from Andreansyah, (2015) are deciding the idea, focusing the idea, outlining concept of the booklet, reviewing the writing, improving the writing, revising the writing and publishing. One step from Alwafi, (2018) is design step.

The booklet of Anggrek Tour and Travel consist of 20 layout. Those are front cover, location, table of content, foreword, history, two pages of partnership, three pages of Bali Paradise Tour, three pages of Discover Amazing Yogyakarta, two pages of Malang in Simplicity, two pages of new package Marvelous Situbondo, documentation page, contact person, and the last was back cover. This product conducted in 10 months. It started from January 2021 and ended up in October

2021. In the process of making this final project, the writer had collected the data needed using three methods. Those are interview, observation, documentation, and audiovisual materials.

The writer did design of the booklet using Adobe Photoshop CS3 because this application has a lot of features which it possible for the writer to make a booklet. The size of this booklet is 15 cm x 21 cm with portrait orientation. The writer make a new design for the booklet. This product also has a better appearance with new concept of design. This booklet has a unique shape with curved line to make it interesting. This booklet made in bilingual version Bahasa Indonesia and English and it was written in the same pages. The writer hoped that this product can attract more customer from domestic and also foreign.

Finally, the writer decided to make a booklet for Anggrek Tour and Travel. In making this booklet, the writer was facing some difficulties and challenges. The writer found a problem when making the script of the booklet. The writer was facing difficulties when collecting the data due to the pandemic. The writer need to collect complete data for making a great script for the content of the booklet. The writer learned to write and arrange the script of the booklet content and then consulted it with the supervisor and the owner of Anggrek Tour and Travel. The writer also learned how to create good content and design by providing good quality script used Bahasa Indonesia and English that the audiences will be interested in the product.