

SUMMARY

Making a Booklet As Promotional Media of Unexposed Tourism In Candipuro Lumajang, Gusty Mahardana, NIM F311820765, 2021, Language, Communication, and Tourism Department, Politeknik Negeri Jember, Cholimatus Zuhro, S.Pd., M.Li.(Supervisor)

This is a final report of making a booklet as promotional media to promote the three unexposed tourism objects in Candipuro. Those three unexposed tourism objects are including You and I Garden, *Pemandian Tirtosari View*, and Mount Wayang. The writer got suggested by the marketing field of Tourism and Culture Department of Lumajang to promote them. They do not have any bilingual booklets which are less than the number of Indonesian only booklets. The writer also has found the problem from the local people in Candipuro Sub District. They do not have enough ability to master an English language well as the way to introduce to the foreigners who want to visit them, so the writer inputs the bilingualism in making of a promotional booklet. Therefore, the writer decided to choose to promote their tourism objects into a promotional booklet to increase the number of visitors.

About the making product, it is used the data collecting data from Cresswell (2005), those are interview, observation, documentation and audio-visual material. The writer also used the procedures to make a booklet as promotional media from Adkins (2010), which are determining the promotional purpose, determining the target audience, determining the promotional media, budgeting, creating the concept. It has a bilingual form in English and Indonesian. This booklet has three structures as follow, opening, content, and closing.

The result of collecting the data. First, the writer interviewed the tourism manager of each tourism object. The writer asked about the history, the uniqueness, the facilities, the costs, the event in location and the contact person of each tourism object. Second, the writer observed the location such as road access conditions and public facilities. Third, the writer obtained the photos that were

taken by the tourism managers and the information centre in the Tourism and Culture Department of Lumajang Department of Lumajang.

In making this product, the writer faced three problems. There are collecting the data, translating the text and designing the booklet. In collecting the data, the writer faced difficulty meeting with interviewees of each tourism object in location because of not scheduled well. So, the writer took the time to interview them. Meanwhile, in translating the text, the writer has trouble translating some words because of grammar issues. It took time to fix it along with the guidance of a supervisor. It also has a lack of vocabulary so the writer had to find some words from a dictionary and make it easier to understand as well. Then, in designing the booklet, the writer could not handle it by himself due to the lack of knowledge and ability in designing the booklet as a product.