SUMMARY

Making an E-Booklet as a Promotional Media of Global English Training Jember, Akhmad Zidane Ghifarinnur, NIM F31181039, 2021, 23 pages, English Study Program, Politeknik Negeri Jember, Yuslaili Ningsih, S.Pd., M.Pd (Supervisor).

The title of this final project is "Making an E-Booklet as a Promotional Media of Global English Training Jember". The project was made because Global English Training needed a promotional media that is easy to access to increase the number of students and make Global English Training more popular and known. So, the writer helped the owner of Global English Training by making promotional e-booklet for Global English Training.

In making this final project, the writer needed data to complete this final project. The writer did an interviews, observation, documents, and audiovisual material. The title of this e-booklet is "Learning Together with Global English Training". The e-booklet is divided into three parts. The first part contained overview and vision & mission of Global English Training Jember. The second contained about Facility, program and photo of activity. The third part contained testimonials from the students, and contact person.

The product that the writer made was a bilingual e-booklet which is English and Bahasa Indonesia. The writer used blue as base color to the e-booklet and use conserrat and raleway to font style. The writer adapted the steps from Irawati (2015) for making the e-booklet. There was pre-writing, drafting, proofreading, revising, and publishing. It is designed by using Adobe Photoshop and Canva.

The writer got difficulties when make the product. Firstly because of the pandemic of covid-19, the official office of Global English Training was closed. Global English Training wanted the product that can be disseminated via social media. So, the writer changes the product from the booklet to the e-booklet. Secondly the writer also got difficulty in translating the script. The writer needed to read many dictionaries to determine the most proper word for the English script. Besides, the writer got benefit from making this project such as the writer could increase his insight about editing pictures.