

SUMMARY

Making a Booklet as Promotional Media of Lestari Hotel, Gracia Christy Handari Putri, NIM F31181026, 2021, 50 page, English Study Program, Politeknik Negeri Jember, Yuslaili Ningsih, S.Pd., M.Pd (Supervisor)

The title of this final project is “Making a Booklet as Promotional Media of Lestari Hotel Jember”. Because the information of Lestari Hotel is not updated also they do not have an official promotional media. The writer help the owner of Lestari Hotel to promote their hotel by using the booklet that contain more completely information about Lestari Hotel.

The writer completed the information by doing an interview, observation, documents, and audio-visual material. The title of the booklet is “The Comfortable of Lestari Hotel”. The content of the booklet divided in three part are opening, content, and closing. Opening is preface, about Lestari Hotel, vision and mission. The content is about room type, price list, hotel facility, and service activities. And for the closing is about visitor testimonial, location and contact person. The product that the writer made is bilingual booklet with Bahasa Indonesia and English version

The writer used the method of making booklet from Kate Greenville and Aprilia. The step is Getting ideas, choosing, outlining, drafting, revising, editing, designing the booklet, and binding. The writer used black, white, and yellow for the booklet color and Times New Roman font type. The designing process by using CorelDraw and Adobe Photoshop application with the size is 21x25 cm in landscape.

The writer got difficulties when translating the text from Bahasa Indonesia to English. The writer found many mistakes and grammatical error that the writer did. Also, the photos that the writer took are not using a right angel so the photos are not optimal. The writer needs to learn how to translate the text and take a good picture with the right angle. But the writer got new knowledge about hospitality, how to take a picture with a good angle.