

SUMMARY

Making A Booklet As Promotional Media Of LKP IYI Pasuruan, Linda Nur Fauzhiah, NIM F31180611, 2021, 26 pages, English Study Program, Politeknik Negeri Jember, Yuslaili Ningsih S.Pd., M.Pd. (supervisor).

LKP IYI (Indonesian Youth Institute) is one of the non-formal English language education located in Pasuruan. The purpose of conducting this product was to make promotional media of LKP IYI in Pasuruan because LKP doesn't adequate promotional media to promote the educational programs offered. The benefit of this booklet is to deliver information about LKP IYI clearly. Moreover this booklet provides an interesting picture and good editing. Making this final project the writer used four data collection methods, there were interview, observation, documents, audiovisual material. The writer used four steps in making booklet, those are identifying the problem, designing the concept, making the script and producing.

In addition, the writer made the concept of the booklet. The writer made a booklet in bilingual version (Indonesian language and English language). First, the writer wrote a script in Indonesia version. The writer wrote the script about the history of LKP IYI and the description of every kind of educational program. Then the writer translated it into the English version. Then, the writer gave the English script to supervisor, the writer revised it based on the supervisor's feedback. After the script was completed, the writer made the design layout of the booklet. The size of the booklet is 14 x 21 cm, this booklet is made by using Corel Draw X7 for designing the layout of the content. After rechecking the design and the script, then the writer asked an editor to help her in making booklet based on the writer's concept, after finished the printing and binding the booklet using art paper. In conclusion, the writer hopes that with this promotional media LKP IYI can help introduce their learning program to customers and the wider community.