

SUMMARY

Making a Booklet as Promotional Media for Majestic Java Tour and Travel Banyuwangi, Arinda Visca Febriana, F31181744, 2021, 31 pages, English Study Program, Politeknik Negeri Jember, Enik Rukiati, S.Pd., M.Pd. (Supervisor).

This is the report of final project entitled “Making a Booklet as promotional media for Majestic Java Tour and Travel Banyuwangi”. Majestic Java Tour and Travel is a travel agent that offer tour packages and the services in tourism realm. The final project was made to help Majestic Java Tour and Travel in providing their needs in promotional media to promote their tour packages and the services. Based on this needs, the writer decided to make a booklet as promotional media to help Majestic Java Tour and Travel.

The writer collected the data to complete this final project. There are 3 (three) steps that the writer did to collect data, those are interview, document, and audiovisual materials. The product of this final project was a promotional booklet. The title of the booklet is “Amazing Trip with Majestic Java Tour and Travel”. The booklet has 3 (three) part. The first part contained foreword, history, table of contents, and the team of Majestic Java Tour and Travel. Then, for the second part is the main content, those are the services offered, tour package, the transportations, and the branches. The next part is an information deals with the gallery photos, testimonies, map, and information related with contact person, email, website address, and social media.

The booklet was written in a bilingual version, those are in bahasa Indonesia and English. The size of this booklet was A5 (14.8 cm x 21 cm) with portrait orientation. In making the booklet, the writer adapted the steps from Diri and Marlina (2019). The procedures of making booklet are doing needs analysis, designing the product and producing the product.

The writer had an opportunity in built a good communication with the owner of Majestic Java Tour and Travel also the supervisor along the process of writing this final project. The writer also felt excited while completing the final project. On the other hand, the writer has several weaknesses while arranging this

final project. The writer has a difficulty in choosing the appropriate diction for the script of booklet, so that the writer used a dictionary and Google Translate. Besides, the writer also found a difficulty in constructing grammatically correct sentences, so the writer used a website grammar checker or the application to check the sentences. In addition, the writer does not have a proper skill in editing using software. Because of that, the writer hired someone to done an editing for the booklet. The writer also faced the challenges for completing this final project because she had to always communicated with the manager to get valid data though personal message. Sometimes, the owner given a late response so that makes a quiet long time in writing the report also producing the booklet. The other challenge was the writer have to be able to complete this final project based on the planned timeline.

The writer got some benefits while making this final project. The writer applied and improved her English skill especially in writing a script for a booklet as well as the translation. Besides, the writer also improved her knowledge about travel agent especially for Majestic Java Tour and Travel.