

**DESIGNING ENGLISH LEAFLET OF  
VIANA TRAVELLING SEMARANG**



**FINAL ASSIGNMENT**

**A Partial Fulfillment of the Requirements for  
the English Diploma III Degree**

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**ENGLISH DIPLOMA III PROGRAM  
VOCATIONAL COLLEGE  
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**2021**

## **STATEMENT OF ORIGINALITY**

This is to certify definitely my original work. I am completely responsible for the content of this final assignment. Other writers; opinion of finding included in this project are quoted or cited in accordance with ethical standart. I understand the full consequences if i took somebody else's ideas, phrases, or sentences without proper references.

Semarang, 15<sup>th</sup> June 2022

A handwritten signature in black ink, appearing to read 'Chaterina Simanjuntak', written over a light grey rectangular background.

Chaterina Simanjuntak

**APPROVAL**  
**DESIGNING ENGLISH LEAFLET OF**  
**VIANA TRAVELLING SEMARANG**

by

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Semarang, 15<sup>th</sup> June 2022

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Chaterina Simanjuntak

## **ABSTRACT**

Viana Travelling is a tour and travel agency that is located in Semarang, Central Java. As tour and travel agency, Viana Travelling should have a good promotional media so that people interested to become their customer. The promotional efforts that the staff has done are not enough to attract customers. Based on the observation, the use of English is needed in the tourism sector. Therefore, the idea to make an English leaflet for Viana Travelling is came up. To actualize the idea, this final assignment discusses about designing English leaflet of Viana Travelling Semarang. Research and Development method from Borg and Gall is used. The result of this final assignment is English leaflet. In designing English leaflet, many things have to be considered, mainly translating the text from Indonesian into English. When the English leaflet is done, it is needed to make sure that the leaflet can be functioned as promotional and information media, so the English leaflet can be one of the promotional media used by the staff to attract the customer.

**Keywords: Promotion, Tour and Travel, English Leaflet**

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# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background of the Study**

Travelling is a fun activity that many people do on holidays. According to Pundit (1999), the meaning of the word “travel” is going on a journey to a particular place usually by using some means of transportation. The function of travel can be explained as follows. First, going from place to place or visiting various places and countries for business and pleasure. Second, taking a journey through around or within a particular area. Third, going or cover distance to move a particular speed or in particular way. Fourth, going from place to place as sales person as part of business. Fifth, retaining its quality or freshness while being transported, to be transmitted or communicated, observing to scan an object or scan in the process of observing film.

Before travelling, decide whether to use a travel agent or plan everything by yourself. If only a few people want to do travelling, plan everything by yourself may be chosen, but if there are a lot of people, it is better use travel agent. Travel Agent is a person whose job it is to arrange travel for end clients (individuals, groups, corporations) on behalf of suppliers (hotels, airlines, car rentals, cruise lines, railways, travel insurance, package tours). Their task is to simplify the travel planning process for their customers in addition to providing consultation services and entire travel packages. Using a Travel Agent is beneficial for customers who

plan multi-destination and/ or international trips. An Agent can be self-employed or work for an independent travel agency.

Viana Travelling as example of independent travel agency, founded on September 24 2018 by Mr. Sugeng Suwarno. It is located in Bukit Cemara Indah Street IV Blok CC No 29 Semarang. They provide religious tourism or pilgrimage services, pick-up and drop-off services, industrial visits, field work lectures, comparative studies, outbound, Java, Bali, Jogja and Lombok tours. Prices are flexible depending on the destination and facilities desired by the customer.

As we know since the beginning of 2020 the Covid 19 pandemic has come and has affected many aspects of our lives. Especially in the tourism sector. People were not able to travel freely as usual before the pandemic. Hotels and accommodation have been temporarily closed, cafes and restaurants have been temporarily closed, MICE has been suspended. Meanwhile, there are millions of indirect workers who are affected, such as micro small medium enterprise (MSME), money changers, souvenir shops, dancers, musicians, art workers in tourist areas, suppliers to hotels or restaurants, mall or retail workers, and others.

The same thing happened to Viana Travelling. There are many trips have been postponed and even cancelled. This made Viana Traveling unable to travel as usual. So, Viana Travelling try to be active on social media, that are Instagram, TikTok, and YouTube. The promotion that Viana Travelling do are posting tourist previous videos and interesting information about tourism. Then, around February

2021 Viana Traveling made a direct promotion by distributing proposals to offices in Semarang.

English plays an important role in our life. English is an international language used to communicate around the world. The use of English has become common in some sectors, such as Education, Medicine, Media, Business, and Tourism. Therefore, the idea to make an English leaflet for Viana Travelling is came up. So, to actualize the idea, an English leaflet for Viana Travelling is made.

## **1.2 Scope of the Study**

The use of English for some people is very important, either spoken or written. This study focuses on giving information about Viana Travelling to people especially foreigner through an English leaflet. With an English leaflet, foreigner can easily get information related to the Viana Travelling.

## **1.3 Aims of the Study**

There are two aims of this study, which are:

- 1.3.1 To know how to design English leaflet as a promotional media.
- 1.3.2 To know the importance of English leaflet as a promotional media.

## **1.4 Advantages of the Study**

By fulfilling the aim, this study has some advantages as follows:

### **1.4.1 Theoretical Advantages**

There are two theoretical advantages of the study, which are:

- a. To develop the knowledge and apply the theories that had been given in the college.
- b. To enhance the knowledge about promoting a brand or company.

#### 1.4.2 Practical Advantages

There are two practical advantages of the study, which are:

- a. To give information to the reader about promotional media.
- b. To make the reader understand the importance of English leaflet.

### **1.5 Methods of the Study**

The study basically needs a method to collect the data. There are three methods of data collection which used in designing English leaflet for Viana Travelling. They are interview, observation, research and development. This section is explaining each method that is used.

#### 1.5.1 Interview

According to Kvale (1996: 174), interviews are conversations aimed at gathering explanations from the people being interviewed related to understanding the meaning of the questions mentioned. The interview was conducted by interviewing supervisor, Mr Sugeng at Viana Travelling to get an information related to promotion media in Viana Travelling. The information obtained are used to complete the draft content of leaflet that will be used to design the English leaflet.

### 1.5.2 Observation

Observation is an activity of observing that is carried out to obtain data on a certain condition or activity for which the data can be used as research material. Patton said that, observation is an accurate research method for collecting data. The purpose of observation is to find information related to an ongoing activity and the data is collected to be the object of research. So that, this method can be used to collect data because the Researcher can directly make observations through the Promotion at the Viana Travelling Tour Agency Semarang.

### **1.6 Organization of the Report**

This final assignment consists of four chapters, as follows:

#### **CHAPTER I : INTRODUCTION**

This chapter contains background of the study, scope of the study, aims and advantages of the study, methods of data collection, and organization of the report.

#### **CHAPTER II : LITERATURE REVIEW**

This chapter consists of definition of tourism, the relation of an English in tourism, Definition of promotion, leaflet, travel agent, leaflet, tourist.

### **CHAPTER III : RESULT AND DISCUSSION**

This chapter discusses the company profile of Viana Travelling, the process of designing English leaflet, and the opinion about English leaflet from Viana Travelling.

### **CHAPTER IV : CONCLUSION**

This chapter contains conclusion of this study and suggestion for Viana Travelling.

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Promotion**

##### **2.1.1 Definition of Promotion**

Tjiptono (2008:219) said that “Promotion is an act to disseminate information, influence or persuade, and increase the target market for the company and its products so that they are willing to accept, buy and be loyal to the products offered by the company concerned”. Another definition from Swastha (2009:222), “Promotion is information flow or one-way persuasion made to direct someone or organizations for actions that create exchanges within marketing....”.

From the two statements above, it can be concluded that promotion is an action taken by a company to a person or organization with the main goal is increasing the company's target market. Promotion was carried out in this study to promote Viana Travelling to the wider community, which is the international community, through leaflet promotion media.

##### **2.1.2 Variation of Promotion**

There are seven variations of promotion. They are (Kalamucki & Czerny, 2015):

1. Internet promotional materials
2. Public relations



3. Internet
4. Post advertising
5. Personal sales
6. Fairs
7. Joined promotions

From all the variation of promotion above, leaflet can be the most effective promotion for Viana Travelling. English leaflet can help Viana Travelling gaining more customers. This is because leaflet is promotional media that contain a lot of information, easy to create and disseminate to the public.

## **2.2 Leaflet**

### **2.2.1 Definition of Leaflet**

According to Astuti (2019:13) leaflet is “a printed material in the form of a closed sheet is not turned off or sewn. The leaflets are carefully designed and equipped with illustrations and use simple, concise, and easy-to-understand language to make them look attractive. In other words, a leaflet is a sheet of paper that contains writing with short, dense, easy-to-understand sentences and simple pictures”. There is another definition of leaflet, “leaflet media is one form of information delivered through folded sheets, and the information content can be in the form of sentences or pictures” (Gani, Astiaji & Kusuma, 2014:34).

From those definitions above, it can be concluded that leaflet is a paper based promotional media in the form of a folded sheet which has unique design, contains quite detail information about the company and there are also some pictures to attract and get attention from people.

The leaflet as promotional media for Viana Travelling consisting of 6 pages, contains about services in Viana Travelling, facilities in tour package, the price for the tour package, tourism objects for every tour package, pictures of tourism objects, and then, the address, phone number, and social media of Viana Travelling.

### **2.2.2 The Advantages of Leaflet**

According to Astuti (2019:14), “the advantages of leaflet media as promotional media are concise and straightforward”. The leaflet can be distributed on various occasions and is easy to carry during promotion activities around the crowd, and the last is the simple design so that the recipient does not need much time to read it.

### **2.2.3 The Criteria of Leaflet**

According to Danny Powell (2019), the criteria of a proper leaflet contain the following:

- Benefit-led and relatable headlines
- Key message or theme
- Copy written in plain English
- Design broken up with sub-headings

- Bullet points to detail key information
- Call to action: What do you want them to do?
- Key details: Phone number / website / email address / social tags
- Images to showcase the products and boost the visual appeal of leaflet.

Based on the explanation above, it can be concluded that a leaflet must be made with appropriate sentences, pictures, and have an attractive design so that the leaflet can be useful as it should be. The design of the leaflet created for Viana Travelling is appropriate with the criteria of the leaflet mentioned above.

### **2.3 Definition of Travel Agent**

According to Goeldner & Ritchie (2006) a travel agent is, “an agent middleman, acting on behalf of the client, making arrangements with suppliers of travel (airlines, hotels, tour operators), and receiving a commission from the suppliers and/or a fee from the client”. There is another definition from Goeldner & Ritchie (2006), “a travel agent is thus an expert, knowledgeable in schedules, routing, lodging, currency, prices, regulations, destinations, and all other aspects of travel and travel opportunities”.

From the definitions above, it can be concluded, travel agent is specialists and counselors who save clients time and money in planning and conducting trip. In this study, the object is Viana Travelling, which is

travel agent that located in Semarang. They provide religious tourism/pilgrimage services, pick-up and drop-off services, industrial visits, field work lectures, comparative studies, outbound, Java, Bali, Jogja and Lombok tours.

#### **2.4 Research and Development**

As stated in the title, the main goal of this study is to design a product to help Viana Travelling in terms of promotional media. The promotional media is an English leaflet. To reach out this goal, a method is needed as an effort to design a proper and appropriate English leaflet. Therefore, the Research and Development method that adapts the Theory from Borg and Gall is used to design the product.

Gall and Borg said “research and development is a process used to develop and validate educational products. The steps of this process are usually referred to as the R & D cycle, which consists of studying research findings pertinent to the product to be developed, developing the product based on the finding, field testing it in the setting where it will be used eventually, and revising it to correct the deficiencies found in the field-testing stage. In indicate that product meets its behaviorally defined objectives” (Gall & Borg, 1983:772).

Based on the definition above, Borg and Gall’s research and development method majoring ten steps. They are as follow:

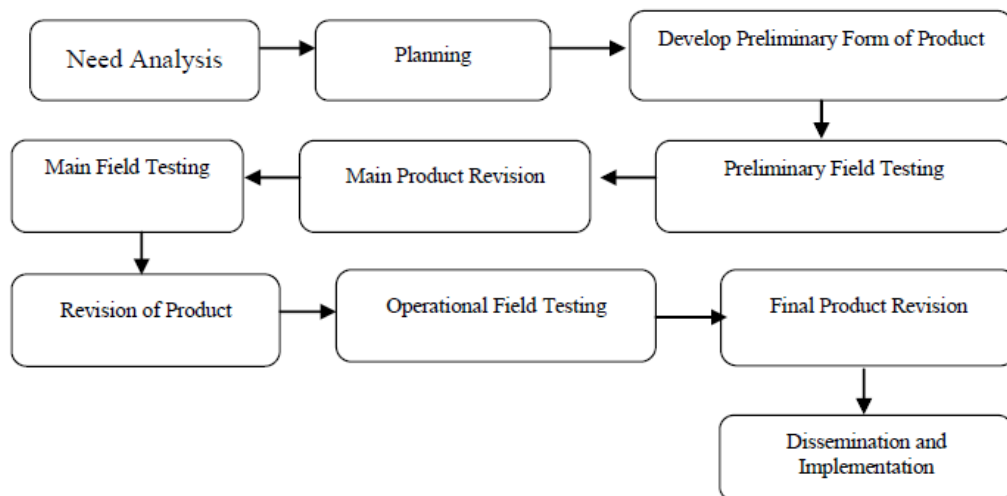


Figure 2.1 Borg & Gall steps scheme (Gall & Borg, 1983)

### 1. Research and information collecting

The research is started by studying the related literature, need analysis, and framework preparation.

### 2. Planning

It includes formulating skills and expertise regarding the problem of the research, formulating objectives of each stage, and designing research steps and necessary feasibility study.

### 3. Developing Preliminary Form of Product

In this step, the preliminary educational product, some named it as '*trial product*', is developed by preparing and evaluating the supporting components, and also its guidelines and manuals.

#### 4. Preliminary Field Testing

The preliminary product is tested in limited scale to some selected parties (3-4) through interview, questionnaire or observation to gain and analyze the data for next step.

#### 5. Revising Main Product

The preliminary or trial product is revised using the data gained in step four. The revision is likely to be done more than once depends on the results of trial product. The revision is ready for wider testing.

#### 6. Main Field Testing

This step is also called main testing, in which the revised educational product is tested on the wider scale parties (5-15). The data are commonly collected by the qualitative method. Some products need to be carried out in an experimental research design to get precise feedback or data for the next step.

#### 7. Revising Operational Product

The revised product in this step is revised again based on the gained data in step six. The product is then developed as a functional model design to be validated.

#### 8. Operational Field Testing

The validating of the operational model is conducted to massive parties (30-40) through interview, observation, or questionnaire. The data are the basis for revising the product in the

final step. It is intended to ensure whether the model is completely set for use in educational fields without the researchers as the counsellors.

#### 9. Revising Final Product

The product is completely revised by the gained data in step eight and launched as the final educational product.

#### 10. Disseminating and Implementing

The product dissemination is conducted to the public, especially in education field, through seminars, publications, or presentations to related stakeholders.

Nevertheless, not all from the ten steps above are needed to design a leaflet. Hence, those steps adapted to be six steps, that are:

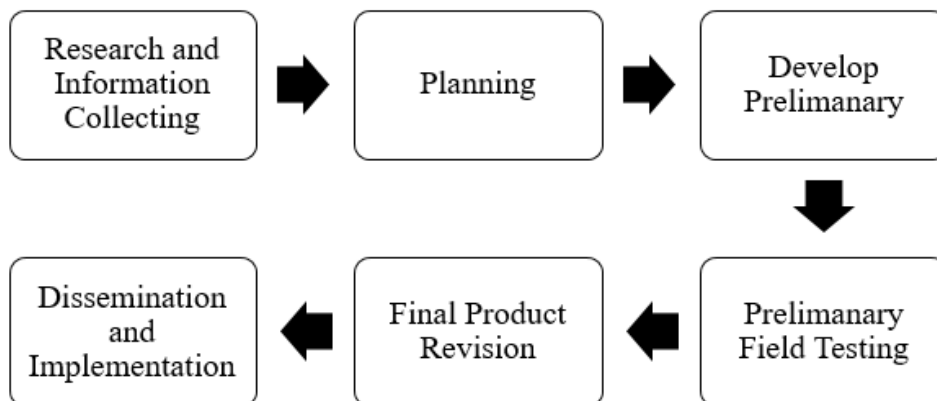


Figure 2.2 Adapted Research and Development Model

#### 1. Research and information collecting

Information collecting is obtained by reading the tour package proposal and conducting interviews with supervisor.

Information was collected is about the types of tour package, the facility of each tour package, the price of each tour package, and tourism objects in each tour package.

## 2. Planning

This step consists of translating the original text to the source language text and applying the text into the new design created in the previous step. For translating text, some methods are needed to make the result of translation following what was expected.

Translation method means the “Some methods used by translators in revealing the overall meaning of the source language into the target language” (Syihabuddin 2005:68). Newmark (1988:45-46) also gave his statement about translation, he said “translation methods can be traced in terms of its emphasis on the source language and the target language”. Newmark lists the following translation methods, includes:

### a. Word for word translation

Word-for-word translation is the preservation of word order, or individual word translation including cultural words. The source language word order is preserved and the words translated singly by their most common meanings, out of context.



b. Literal translation

Literal translation is the translation which the grammatical structures are converted into the nearest equivalent of the target language. The source language grammatical constructions are converted to their nearest target language equivalents, but the lexical words are again translated singly, out of context.

c. Faithful translation

Faithful translation is the translation that constraints the grammatical structures of the target text, but draws on certain contextual factors. It attempts to produce the precise contextual meaning of the original within the constraints of the target language grammatical structures.

d. Semantic translation

Semantic translation emphasizes more on naturalness than in faithful translation, and it translates certain cultural words into neutral equivalents in the target language. It differs from faithful translation only in as far as it must take more account of the aesthetic value of the source language text.

e. Adaptation translation

Adaptation translation is the freest form of translation, and it is more of a target language or culture-based interpretation of the source text. This is sometimes called document design. It is used mainly for plays (comedies) and poetry; the themes, characters, plots are usually preserved. The source language culture is converted to the target language culture and the text is rewritten.

f. Free translation

Free translation focuses on the content of the target text rather than the form, which means that the same content is expressed in the target text but with very different grammatical structures. It produces the target language text without the style, form, or content of the original.

g. Idiomatic translation

Idiomatic translation uses idioms and colloquialisms that are not present in the source text. It reproduces the original message, but tends to distort nuances of meaning by preferring colloquialisms and idioms where these do not exist in the original.

h. Communicative translation

Communicative translation aims to reproduce the exact message of the source text content and context, but it emphasizes on naturalness and acceptability or

comprehensiveness of the reader from the target language. It attempts to render the exact contextual meaning of the original in such a way that both content and language as readily acceptable and comprehensible to the readership.

In case for designing leaflet, literal translation is the proper method. Because this method will produce a formal text with the correct grammar, and information about Viana Travelling will be conveyed correctly and clearly. Finally, is print an English leaflet to be given to the supervisor to get approval.

3. Develop preliminary form of product

Develop preliminary form refers to make a new design for the English leaflet. Develop the past basic layout and make it more attractive and effective for the sake to get an attention from the people to read the leaflet.

4. Preliminary field testing

After getting approval from the supervisor, the leaflet will be given to people to be tested how the leaflet affect their curious about Viana Travelling, then ask them what things need to be improved from the leaflet. After the second revision, the leaflet will be given back to the supervisor for approval and publication.

5. Final product revision

In this step, the leaflet expected by supervisor and people has been completed and is ready to be printed as a promotional media for Viana Travelling Semarang.

6. Dissemination and implementation

The last step, which is a step to socialize leaflets that have been approved for use by owner of Viana Travelling.

## **CHAPTER III**

### **RESULT AND DISCUSSION**

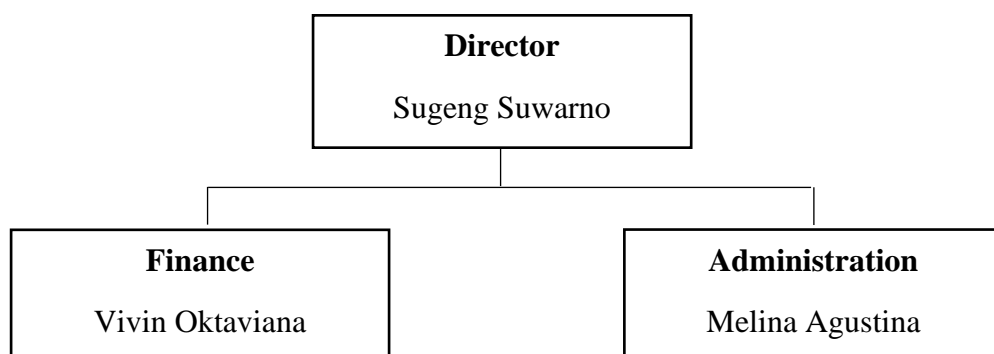
This chapter provides information about the company profile of Viana Travelling, the method of designing English leaflet, the step of designing English leaflet, the problem encountered in designing English leaflet, the advantage of designing English leaflet, and the result of designing English leaflet.

#### **3.1 The Company Profile of Viana Travelling**

Viana Travelling is a tour and travel agent founded on September 24 2018 by Mr. Sugeng Suwarno. It is located in Bukit Cemara Indah Street IV Blok CC No 29 Semarang. They provide religious tourism / pilgrimage services, pick-up and drop-off services, industrial visits, field work lectures, comparative studies, outbound, Java, Bali, Jogja and Lombok tours. Prices are flexible depending on the destination and facilities desired by the customer.

##### **3.1.1 Organization Structure of Viana Travelling**

According to Mr. Sugeng, the organization structure of Viana Travelling, can be described as follow:



In designing the leaflet, the writer works under Mr. Sugeng because he knows the development of promotion in Viana Travelling. When the writer did an internship, she did a lot of things, such as create social media content, make travel package offer proposals, share travel package offer proposals, design a mask, and make a report.

### **3.2 The Process of Designing English Leaflet**

#### **3.2.1 Research and Information Collecting**

The information was collected by seeing the tour package proposal and interviewing the director of Viana Travelling. Information collected in the form of the variants of tour and travel package, the price and facilities of each package.



Figure 3.1 The interview process

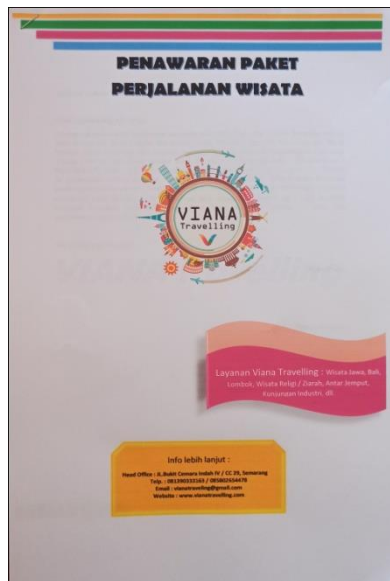


Figure 3.2 The tour package proposal (First page)

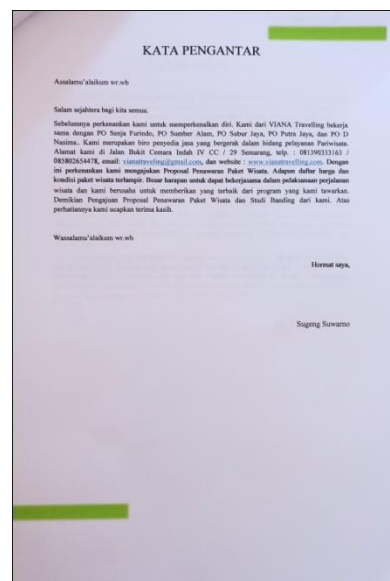


Figure 3.3 The tour package proposal (Second page)

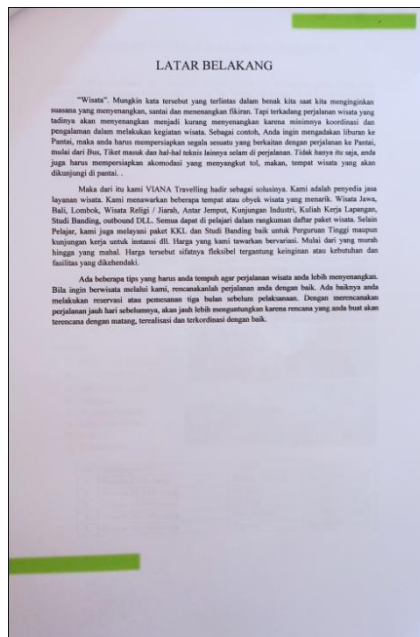


Figure 3.4 The tour package proposal (Third page)



Figure 3.5 The tour package proposal (Fourth page)



**PENAWARAN PAKET WISATA JATENG – DIY**

No	Obyek Wisata	Jumlah peserta					Armada	
		6	15-17	25-30	35-40	45-50		
1	Pantai mesra + Pinnis penggar + Maliboro	260 rb	230 rb	200 rb	180 rb	160 rb	Armada menyesuaikan jumlah peserta	
2	Pantai mesra + Pinnis penggar + Heba sky view	280 rb	250 rb	225 rb	200 rb	180 rb		
3	Outbond pelanar + Bhumi megar ( Suman )	-	-	250 rb	235 rb	220 rb		
4	Kaffing sorgai elo + Svargabumi ( Magelang )	-	400 rb	380 rb	370 rb	350 rb		
5	Svargabumi + Studio gambibong + Maliboro	250 rb	230 rb	200 rb	190 rb	180 rb		
6	Bukit setapan + Air terjun jamog ( Karanganyar )	340 rb	300 rb	275 rb	250 rb	230 rb		
7	The lawa park + Mojoasmi ( Karanganyar )	340 rb	300 rb	275 rb	250 rb	230 rb		
8	The lawa park + Telagasarangan ( Karanganyar )	300 rb	275 rb	250 rb	230 rb	210 rb		
9	Tubing kalsipong + The lawa park ( Karanganyar )	340 rb	300 rb	275 rb	250 rb	230 rb		
10	Paket Dieng + Candi arjuna + Kawah sikidang + Telaga warna + Dieng plateau	300 rb	275 rb	250 rb	240 rb	230 rb		
11	Paket Malang + Taman bunga + Jatim park 2 + Museum angkut	720 rb	680 rb	650 rb	640 rb	630 rb		
12	Wisata religi / ziarah	Harga mulai						150 rb
13	Melayani sewa : Eki, Naice, Bis medium, dan Big bus	Harga menyesuaikan jarak tempuh atau tujuan						

Dan juga masih banyak penawaran paket wisata yang lainnya seperti : Paket Bandung, Paket Bali, Paket Jakarta, dan bisa referensi sesuai permintaan customer

**Fasilitas paket wisata tersebut diatas antara lain :**

1. Armada bis / elf AC seat 2 – 2
2. Tiket masuk obyek
3. Makan 2x
4. Snack awal perjalanan
5. Tour Leader ( TL ) yang menemani selama perjalanan wisata
6. Dokumentasi + MMT Foto bersama ( peserta lebih dari 25 )
7. Fee crew
8. PJK + Bebas parkir dan tol

**CV. VIANA TRAVELLING SEMARANG**  
**Jl. Bukit Cemara Indah 4 blok CC No 29 Perum. Bukit Kencana Jaya Semarang**  
**HP. 0813 9033 3163 / 0858 0265 4478 [www.vianatravelling.com](http://www.vianatravelling.com) / [viana.travelling](http://viana.travelling)**

Figure 3.6 The tour package proposal (Fifth page)

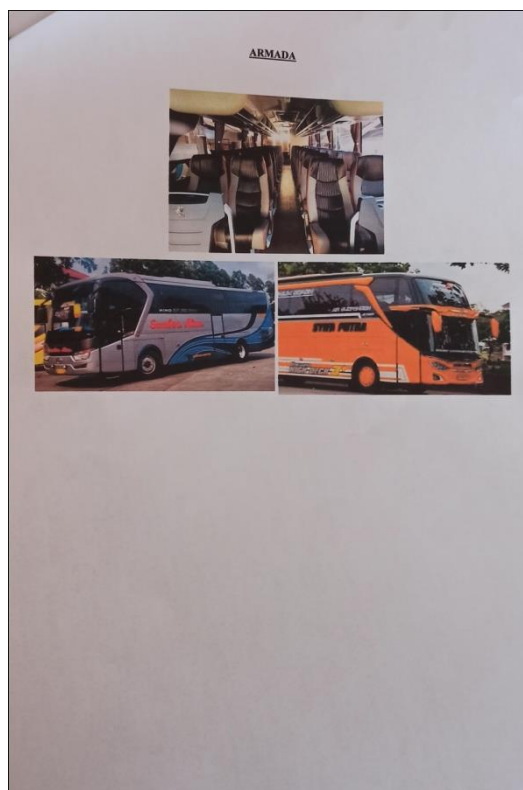


Figure 3.7 The tour package proposal (Sixth page)

### 3.2.2 Planning

This step will be continued to translate the Indonesian leaflet into English. In this translation step, using the literal translation method so that the translation result must be formal and the language structure was excellent and correct.

Table 3.1 The Indonesian and English translation text draft of the leaflet

Indonesian Text	English Text
<p>➤ Halaman depan</p> <p>Jelajahi Jogja bersama Viana</p> <p>Travelling</p> <p>Layanan Wisata dan Perjalanan</p>	<p>➤ Cover</p> <p>Explore Jogja with Viana</p> <p>Travelling</p> <p>Tour &amp; Travel Services</p>
<p>➤ Tentang Kami</p> <p>Viana Travelling adalah sebuah perusahaan yang memberikan pelayanan di bidang pariwisata.</p> <p>Layanan-layanan kami adalah:</p> <ul style="list-style-type: none"> <li>- Wisata kota</li> <li>- Karya wisata/Anjangkarya</li> <li>- Sewa kendaraan</li> <li>- Kunjungan industri</li> <li>- Ziarah</li> </ul>	<p>➤ About Us</p> <p>Viana Travelling is an agency that provides services in the field of tourism, located in Semarang. Our services are:</p> <ul style="list-style-type: none"> <li>- City tour</li> <li>- Study tour</li> <li>- Vehicle rent</li> <li>- Industrial visit</li> <li>- Pilgrimage tour</li> </ul>

- Pertemuan keluarga	- Family gathering
Paket Wisata Jogja	Tour Package Jogja
Mulai dari Rp 250.000/orang	Start from Rp 250.000/pax
Paket Wisata A	Tour Package A
Paket Wisata B	Tour Package B
Paket Wisata C	Tour Package C
Paket Wisata D	Tour Package D
Termasuk:	Include:
- Bis AC	- Bus AC
- Tiket	- Ticket
- Makanan ringan	- Snack
- Makan siang	- Lunch
- Makan Malam	- Dinner
- P3K	- First aid kit
- Pemimpin wisata	- Tour leader
- Dokumentasi	- Documentation
Ayo berwisata bersama kami!	Let's travel with us!
Pesan dan reservasi	Book & Reservation
Cek media sosial kami!	Check out our social media!

### 3.2.3 Develop Preliminary Form of Product

The new design of leaflet will be created in this step. The previous design was developed and is made to be more effective and easily to read. In addition, the staff requested that this leaflet be designed with a minimalist and bright color background. The English leaflet text will be formatted into leaflet design. After the English leaflet was done, it will be submitted to supervisor in Viana Travelling for approval.



Figure 3.8 The first design of English Leaflet for Viana travelling (front page)



Figure 3.9 The First design of English Leaflet for Viana Travelling (Back page)

### 3.2.4 Preliminary Field Testing

After the approval has been obtained from the director, the leaflet will be given to staff to be tested. How far the leaflet helps the work of staff and find out what things need to be improved from the leaflet. After the second revision, the leaflet will be given back to the director for publication approval. When field testing has been carried out, a list of revisions already collected. The lists of revisions provided are:

1. Change the font of “Viana Travelling” from *Cheque* font to *Edo* font.
2. Add some photos on the second and fourth page.
3. Write ticket on the fourth page.
4. Add some ornament design among the picture on the fourth page.
5. Write the name of tourism object according to the picture on the fifth page.
6. Write the social media of Viana Travelling on the sixth page.

### **3.2.5 Final Product Revision**

In this fifth step, the leaflet expected by the director has been completed and is ready to be printed as media of promotion for Viana Travelling.



Figure 3.10 The final result of the English leaflet (Front page)



Figure 3.11 The Final result of English Leaflet (Back page)





Figure 3.12 The cover of English Leaflet



## ABOUT US

Viana Travelling is an agency that provides services in the field of tourism, located in Semarang.

Our services are :

- City tour,
- Study tour,
- Vehicle rent,
- Industrial visit,
- Pilgrimage tour,
- Family Gathering, etc.



Figure 3.13 The second page of English Leaflet

## **- TOUR PACKAGE JOGJA -**

Start from Rp 250.000/pax

### **Tour Package A**

Mesra Beach  
Heha Sky view  
Pinus Pengger

### **Tour Package B**

Svarga Bumi  
Gamplong Studio  
Malioboro

### **Tour Package C**

Pulesari  
Bhumi Merapi  
Malioboro

### **Tour Package D**

Gembira Loka Zoo  
Jogja Town Square  
Sindu Kusuma Edupark

Figure 3.14 The third page of English Leaflet

**Include :**

- Bus AC
- Ticket
- Snack
- Lunch
- Dinner
- First aid kit
- Tour leader
- Documentation



The collage consists of four photographs arranged in a 2x2 grid, separated by teal zigzag icons. The top-left photo shows a group of people in pink shirts holding a yellow banner that reads 'Road To Yogya' and 'DIANIS CAMPAKA'. The top-right photo shows people in orange life jackets and yellow helmets rafting on a river with white water rapids. The bottom-left photo shows three people in orange life jackets and yellow helmets celebrating with their arms raised while rafting. The bottom-right photo shows the interior of a bus with rows of orange and grey seats.

Figure 3.15 The fourth page of English leaflet



Figure 3.16 The fifth page of English Leaflet



Figure 3.17 The sixth page of English Leaflet

### **3.2.6 Dissemination and Implementation**

The dissemination and implementation process consists of ensuring that the staff understands the contents of the leaflet, then distributing the leaflet in public places like schools and offices, and if possible, the staff will briefly explain the contents of the leaflet to prospective customers.

### **3.3 The Opinion of Viana Travelling's director on Viana Travelling's English Leaflet**

In the interview with Mr. Sugeng, the owner of Viana Travelling, he said that it is a good work, the design of the leaflet is so attractive, the content of the leaflet is easy to understand, and it is ready to be used. He hopes that this English leaflet will help people to know about Viana Travelling clearly and attract them to go travel with Viana Travelling. Mr. Sugeng also said gratitude by the reason of making good and attractive English leaflet for Viana Travelling. Apart from his opinion, the writer thinks that the English leaflet will make Viana Travelling more known, not only locally but also globally, because the pandemic is almost over and the company can start having promotion.

## **CHAPTER IV**

### **CONCLUSION**

#### **4.1 Conclusion**

The conclusion of this study is designing English leaflet of Viana Travelling helps the director and staff to do the promotion. A leaflet is a simple and effective promotion media to get the information out to current and prospective customers. The English leaflet can be used to promote the agency into international audience.

In order to design an understandable English leaflet, it is crucial to conduct translation that are precise to its source. There are various methods of translating, such as word for word translation, literal translation, faithful translation, semantic translation, adaptation, free translation, idiomatic translation, and communicative translation. From translating methods that are mentioned above, literal translation method to translate the information of Viana Travelling is used.

The first step of translating the information of Viana Travelling is overview. In this step, the translator will sort the text to be translated according to meaning and style of the source text. The next step is initial translation which at this step, the translator will translate 5-10 words in several parts at once. The third step is checking the accuracy, the translator will compare word for word according to the original source language. Next step is clear the mind. The translator will put aside the result of translation and take a short break to clear the mind. The last stage of translation is final polishing, the translator re-reads the translation without referring to the source language, only looking at the quality of the target language.

The leaflet has good impressions from the staff and director of Viana Travelling. They said the leaflet provides enough information, has a good design

and easy to be understood. With the good impressions mentioned above, it is expected that the English leaflet can attract the customer.

#### **4.2 Suggestion**

Based on the results of the study, there are several suggestions for the management of Viana Traveling. First, the management be able to add new and popular tourist attractions in their itinerary, so that people will be more interested in using Viana Traveling's services. Second, giving special discounts for customers who have used the services of Viana Traveling. This price discount makes the customer think about using Viana Traveling's services again on their next trip. Third, be more active on social media. The management may promote Viana Travelling and share interesting information about tourism. So, it will be easier for people to know about Viana Traveling through social media.



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## APPENDIX

Appendix 1. Interview Transcript with the director of Viana Travelling.

**Date** : **Thursday, 15 July 2021**

**Time** : **10.30 – 11.00 a.m.**

**The Writer** : **Chaterina Simanjuntak**

**The Interviewee** : **Sugeng Suwarno**

The Writer : “Good morning Mr. Sugeng, let me introduce myself, my name is Chaterin from English Diploma program Diponegoro University. I am going to be interviewing Mr. Sugeng about Viana Travelling.”

The Interviewee : “Good morning. Yes, you may start the interview.”

The Writer : “So, I want to know about the organizational structure of Viana Traveling. Can you explain the organizational structure of Viana Travelling?”

The Interviewee : “There are only 3 positions in the Viana Travelling’s organizational structure. Me, Sugeng Suwarno as the director of company, Vivin Octaviana in finance, and Melina Agustina in administration. “

The Writer : “Next question, what do you think about the design of Viana Travelling’s leaflet?”

The Interviewee : “I think the design of the leaflet is so attractive and the content of the leaflet is easy to understand.”

The Writer : “Okay, sir. Is there any revision for the leaflet to make it more appropriate?”

- The Interviewee : “Yes. First, change the font of “Viana Travelling”. Second, add some pictures on the second and fourth page. Next, “write ticket” on the fourth page. Then, add some ornament design among the picture on the fourth page. And then, write the name of tourism object according to the picture on the fifth page. Last, write the social media of Viana Travelling on the sixth page.”
- The Writer : “Noted, sir. I will make an update of the leaflet design as soon as possible.”
- The Interviewee : “Thank you for designing a proper and interested leaflet for Viana Travelling. I hope this leaflet help people to know about Viana Travelling clearly and attract them to go travel with Viana Travelling.”
- The Writer : “My pleasure, sir. I think that is all the questions from me. Thank you.”
- The Interviewee : “You are welcome.”