

SUMMARY

Making a Booklet as Promotional Media of Batik Suket Teki Jember, Faidzatul Dias Monita, NIM F31170412, 2020, 29 pages, English Study Program, Politeknik Negeri Jember, Fitri Wijayanti, S.Pd., M.Pd (Supervisor).

This is the report of the final project entitled “Making a booklet as Promotional Media of Batik Suket Teki Jember”. The project was made because Batik Suket Teki needs a promotional media that is easy to be brought and can make the home industry and the product more popular and known. So that, I as the writer helped the owner of Batik Suket Teki by making a promotional booklet for Batik Suket Teki.

In making this final project, the writer needed data to complete this final project. The writer did interview, observation, documents, and audio-visual material. The title of the booklet is “The Beauty of Batik Suket Teki”. This booklet consists of three parts, they are opening, main content, and closing. The first part is opening. It contains of general information about Batik Suket Teki such as the overview and history behind it. Next, the second part is main content. In this part, the writer gives information about kinds of Batik, Batik motifs including the story behind it, kinds of fabric with the example of fabrics, kinds of accessories, and price list. The last part is closing. It contains of Batik Suket Teki’s achievements, testimonials, location including the Google Maps barcode, and contact person.

This booklet was written in bilingual, Bahasa Indonesia and English. The size of booklet is 21x15 centimeters. It was edited and designed by CorelDraw X7. The writer adapted some steps from Shulman (2019) and added them with production and distribution steps to complete the booklet. So that, there were six steps in producing the booklet; brainstorming, outlining/organizing, writing the first draft, revising and editing, production, and distribution.

The writer found difficulties especially in making the script. The writer got a problem in translating the script of the booklet. The writer also had to arrange the

sentences properly. Besides that, the writer got knowledge about Batik such as the process of making Batik and knew detail information of the specialty of Batik motifs that were produced by Batik Suket Teki.