

## SUMMARY

**Making a Promotional Booklet of Batik Laila Lumajang.** Nuril Kiftiya, NIM F31181069, 2021, 46 pages, Language, Communication and Tourism Department, Politeknik Negeri Jember, Suyik Binarkaheni, S.Pd., M.Li (Supervisor).

This final project report is entitled "Making a Promotional Booklet of Batik Laila Lumajang" with the title "Wonderful Art of Batik Laila". It has 21 pages. The booklet is made in a bilingual version (Indonesian and English) with a size of 15 x 21 cm. The purpose of this final project is to promote Batik Laila's product. Based on the preliminary study that the writer did, Batik Laila needed a booklet as a promotional medium in Indonesian and English. In this case, the writer made a promotional booklet for Batik Laila as a final project.

Batik Laila is one of the batik home industries in Lumajang which was established in 2011 by producing batik cloth that has various motifs and good colors. This batik is located in Ranulogong Village, Randuagung District, Lumajang Regency. Based on the results of the interview, Batik Laila only had Instagram @batiklaila and WhatsApp 081333378795 to promote their products and in their social media there were only photos of the product without providing clear information, therefore the writer makes a booklet as a promotional media that contains pictures, prices, complete information about Batik Laila.

The writer chose the booklet because it has several advantages, one of the advantages of the booklet is the media in the form of print media so that it is more effective because it contains pictures of Batik Laila so that readers are easier to understand and be interested in reading the booklet

The writer made a booklet in three parts, the first part which contained an explanation of the foreword and history. The second part contained batik products, batik motifs, batik prices, awards and events that have been followed. The last part was the uniqueness of Batik Laila, testimonials and contact persons.

In making the booklet of Batik Laila home industries, the writer used a procedure that was proposed by Ardhi (2013), there are 6 steps in making a booklet. Those steps are determining the purpose of promotional media, determining the target audience, determining the promotional media, budgeting, determining the concept and production. The purpose of making promotional media was to promote Batik Laila's production to the customer. While the target audience of this project was local and international customers. And a booklet was the promotional media that was chosen by the writer because the combination of information in a text form and visual message could give information effectively to the reader. For the budgeting, the writer allocated a budget based on the need to make a booklet. In determining the concept, the writer wrote a script in Bahasa Indonesia based on the results of the data collecting process, translated it into English and designed the booklet such as layout, font color. The writer hired an editor in designing the booklet. The last step was producing after all the steps are complete the writer printed the results of making a booklet that has been discussed with the supervisor and owner.

The writer faced various challenges throughout the booklet production, particularly in schedule constraints when she wanted to conduct interviews because the owner had other activities. During the scriptwriting process, the writer also had difficulty in composing words and making a good paragraph.