

SUMMARY

Making a Booklet as a Promotional Media of Batik Pandawa, Gaty Farhan Azizi, F31181188, 2022, Language, Communication and Tourism Department, Politeknik Negeri Jember, Asep Samsudin, S.Pd., M.Li. as a supervisor.

The title of this final project is “Making a Booklet as a Promotional Media of Batik Pandawa”. Batik Pandawa is one of home industry in Banyuwangi that produced batik. This final project was made in order to help Batik Pandawa promotes their product through a printed promotional media in a form of booklet. In addition, Batik Pandawa had difficulties in promoting their product. Therefore, the writer figure out the solution for Batik Pandawa and conducted a preliminary study at Batik Pandawa, located in Jl. Haji Muso, Jalan Raya Karanganyar No. 54, Karangbendo, Kec. Rogojampi, Kab. Banyuwangi, Jawa Timur, Pos 68462.

In making the booklet, the writer needed information related to Batik Pandawa. So that, he did four data collection methods to get the information. Those are interview, observation, documentation, and audiovisual material. The data gotten from Batik Pandawa is processed as the content of the booklet. The booklet is entitled “Wonderful of Batik Pandawa”, and it is divided into five parts. First part of the booklet is about the overview and history of Batik Pandawa. Second part of the booklet is about kinds of Batik products, motifs, and prices. Third part of the booklet is about the batik gallery and the process of making batik. Fourth part of the booklet is about contact person of Batik Pandawa. Fifth part of the booklet is about the location of Batik Pandawa.

There are ten steps is applied by the writer in making the booklet, those are deciding the idea, focus on idea, making outline, writing the book, reviewing the writing, improving the writing, revising, editing, arranging layout, and binding. The booklet was made in landscape shape and written in bilingual which is English and Bahasa Indonesia. The booklet is designed by the writer using application namely Canva and Pixellab.