

**Making a Booklet as Promotional Media of Batik Menak Koncar.
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ABSTRACT

Batik is the art of drawing on fabric to be used as clothing. There are many kinds of batik design in Indonesia. The design is not only beautiful but also show characteristic of particular regions in Indonesia, such as Batik Sekar Jagad, Sido mukti, Parang Rusak, Priyangan, and etc. Another existing design is Batik Menak Koncar. This batik design has a beautiful pattern and unique motif. Batik Menak Koncar is a typical batik of Lumajang, East Java, Indonesia. Batik Menak Koncar is dominant with Lumajang characteristic such as Mount Semeru, *Jaran Kencak*, Senduro Coffee and Banana. The writer conducted preliminary study to get more information by conducting interviews directly with the owner of Batik Menak Koncar. She said that they stil need more promotional media because so far they promote their products only through instagram and facebook. Knowing that fact the writer chose to make a promotional booklet in bilingual language to help promote the products from Batik Menak Koncar, also to fulfill the final project of the writer.

Key words: Batik, booklet