

SUMMARY

Making a Booklet as Promotional Media of Kapuronto Batik Banyuwangi,
Nurisma Erfaiza, F31190978, 2022, 30 pages, English Study Program, Politeknik
Negeri Jember, Suyik Binarkaheni, S.Pd., M.Li (Supervisor).

Kapuronto Batik is one of batik home industries in Indonesia that produces kinds of batik products themes since 2019. This batik home industry located at Jalan Mahakam 1 Mojopanggung Village, Giri District, Banyuwangi Regency. Many foreign and domestic tourists were interested in the uniqueness colorful motif design of Kapuronto Batik's product. Based on preliminary study conducted by the writer, the owner of this batik home industry stated that it only has several promotional media such as Instagram, Facebook and Whatsapp, which shows only pictures of the product without providing any further information on the subject. In response, the writer made a booklet as a promotional media containing pictures, price list, and complete information about Kapuronto Batik.

The writer chose the booklet because it has several advantages, the main advantage is it provides description of the product and completing with pictures related to Kapuronto Batik. So, reader can understand the contents of the booklet effectively. In making the product, the writer followed the theory from Ardhi. There are six steps adapted by the writer in making the booklet such as in making a booklet as promotional media, they are determining the purpose of promotional media, determining the target audience, determining the promotional media, budgeting, and determining concept and production.

The writer divided the booklet into three parts, the first part of this booklet is opening that explains the information and history of Kapuronto Batik as an overview. The second part is the main content of the booklet that includes kinds of products, batik motifs, price list, product superiorities and customer's testimonial. The last part shows the information about the contact person and location of Kapuronto Batik. The booklet was made in bilingual version using Bahasa

Indonesia and English in size of 15 x 21 cm. The design of the booklet was made using CorelDraw X7 application and was printed using art paper.

In finishing this final project, the writer found some problems, the writer could not design the booklet by herself, so the writer had to hire an editor. The writer also had a problem in writing the script both in Bahasa Indonesia and English version such as, miss typing, grammatical errors, language structure and misused some nouns. Besides encountering some problems during finishing this final project, the writer also got some benefits like she improves her English ability and learns many things about batik in Indonesia, especially Banyuwangi Batik.