

## SUMMARY

**Making a booklet as Promotional Media for Sri Siji Nusantara Indah Batik in Nganjuk**, Sindi Mariana Putri, F31191042, 2022, 48 pages, English Study Program, Polytechnic Negeri Jember, Yuslaili Ningsih, S.Pd.,M.Pd (Supervisor)

This is the final report for the “Making a Booklet as Promotional Media for Sri Siji Nusantara Indah Batik in Nganjuk” project, named “The Heirs of Culture, Sri Siji Nusantara Indah Batik”. The purpose of this final project was to invite, attract, and increase customers of Sri Siji Nusantara Indah Batik. According to writer’s preliminary study, Sri Siji Nusantara Indah Batik uses social media such as Instagram and Facebook to promote their product and they never have promotional media in the form of booklet. So, as her final project, the writer created booklet as promotional media for Sri Siji Nusantara Indah Batik in bilingual, English and Indonesian version.

In making the booklet, the writer used from Putri and Saino (2020), those are defining, designing, developing, and publishing. This booklet is divided into three parts which are opening, main contents, and closing. This opening consists of cover, foreword, table of contents, and history of Sri Siji Nusantara Indah Batik. The main contents of booklet are kinds of batik and prices, the examples of motif, the other products which available in Sri Siji Nusantara Indah Batik. Closing section contains of awards and achievements, location, contact person of Sri Siji Nusantara Indah Batik.

While working on this final project, the writer learned some important things. The writer enhanced her ability to communicate with others. The writer's communication skills improved as a result of her interview with the owner, photographer, and editor of booklet. When composing the script, the writer also improves her ability to translate and write the booklet script. Finally, the writer has successfully completed this final project. The writer hopes with this booklet, it can help Sri Siji Nusantara Indah Batik to invite and attract more customers so that it can increase their products sales.