

## SUMMARY

**Making a Booklet as a Promotional Media of Ida Batik Bondowoso**, Muhammad Guswali, F31192062, 2022, 33 Pages, English Study Program, Politeknik Negeri Jember, Alfi Hidayatu Miqawati, S.Pd., M.Pd. (Supervisor).

The purpose of this final project was to make a booklet as a promotional media of Ida Batik Bondowoso. The booklet provided information about Ida Batik Bondowoso. The owner of Ida Batik wanted to show her products not only to local people but also to those from other countries who attended the batik events. She said that she required a booklet created in a bilingual version, English and Bahasa Indonesia as a new promotional media for Ida Batik Bondowoso to help the promotion and to give comprehensive information of her batik products both to local and foreign customers.

In making the booklet the writer used seven steps. They were determining the title and sub-title of the booklet, creating a booklet structure or format, finding and gathering information, information management, organizing information in a booklet format, editing, and printing booklet. In the first step, the writer discussed the title of the booklet with supervisor and also the owner of Ida Batik. In the second step, he made a booklet format. The format of the booklet was divided into three parts: introduction, body, and closing. In the third step, he used four methods in order to gather the data needed for the content of the booklet. They were observation, interview, documents, and audiovisual materials. In the observation method, the writer made some note on his observation sheet. In the interview method, he conducted two interview, offline and online interview. In the document method, the writer asked several photos owned by the owner, took some photos from Instagram and also data from google map related with the location of Ida Batik. In audiovisual materials method, the writer was accompanied by a photographer (that also served as an editor) to help him took several pictures to be put in the booklet. In the fourth

step, the writer filtered and organized the data that were collected. In this step, he made Indonesian script and the script was translated into English after he finished all the feedbacks given by the owner and supervisor. In the fifth step, the writer organized the materials to the page format. The materials must be arranged in order of each photos and format. In the sixth step, he hired an editor to help him making the booklet. The editor made the designs for the booklet. Then, the booklet was reviewed by the owner related with the information and supervisor related with design. In the last step, the writer printed the booklet on A5 paper (15 x 21 cm) for four copies to be used in examination. After the booklet was revised based on the feedbacks given by the examiners, he printed two copies to be given to English Study Program of Politeknik Negeri Jember and the owner of Ida Batik. He also gave the e-booklet in pdf version to the owner.

The writer faced a variety of challenges while working on this final project. The first challenge was arranging time for revising the report. He had to manage his revision time regularly. In communicating with the owner, the writer must wait a little while before receiving a response or confirmation from the owner. Therefore, the writer had to be patient and send the messages again after some time had passed.

While doing this final project, the writer learned some lessons. The writer realized that he should take his duties seriously and valued the time. He understood that he needed to first understand the guideline in order to prevent making several errors when writing the report and making the product.

In conclusion, the writer had several suggestions for the owner of Ida batik and English Study Program. The packaging used by Ida Batik was only using plastic. Ida Batik could increase its sales if the packaging was more exclusive, such as using boxes that contained Ida Batik's logo. English study program should add classes related with computer skills, video editing, photo editing, or designing because these skills could help the students in a workplace.