

## SUMMARY

**Making a Printed and Digital Booklet to Promote Omah Batik Gallery in Lumajang**, Choirrotun Nisa', F31191729, 2022, 34 pages, English Study Program, Politeknik Negeri Jember, Nodistya S. Indrastana, S.S., S.Pd., M.Pd. (Supervisor)

The product of this final project was a promotional media booklet entitled “The Magnificence of Batik Lumajang by Omah Batik”. It was made to introduce and promote Omah Batik products to a wider market, reaching either domestic customers or international ones. To support the purpose of the final project, the booklet was made in a bilingual version, bahasa Indonesia and English. The writer also made two versions of booklet, a printed version and a digital one.

Omah Batik is one of the batik home industries in Tempeh, Lumajang. It was located on Jl. PB. Sudirman No.31-32, Krajan Tengah, Tempeh Tengah, Tempeh Distric, Lumajang Regency. It produces hand-written batik with cartoon motif, some stamped batik and *jumputan* motif. Omah Batik also accepts orders for sewing clothes such as wedding dresses, office uniforms, *blangkon* and Muslim clothes. In promoting the products, Omah Batik uses Instagram, Facebook and WhatsApp.

In making the booklet as promotional media of Omah Batik, the writer did four methods of collecting data. They are interview, observation, documents, and audio-visual material. In addition, the writer also implemented a procedure from Agusti and Rahma (2019). This booklet is divided into three parts: opening, content and closing. The first part presents an overview, vision and mission of Omah Batik Lumajang. The second part provides the pictures of batik products, the kinds of available motifs, the meaning of each motif, the customers' favourite motifs, the owner's recommendations for favourite batik motifs, the product prices, and the superiority of batik produced. The last part provides the customer's testimony, the contact person, and the information about the location of Omah Batik Lumajang home industry.

In making this booklet, the writer learned about designing an interesting booklet by Canva. In addition, the writer found some problems while making a

script, there were many grammatical errors and incorrect translations. The writer conducted consultation and guidance with the supervisor regarding this problem. In this case, the writer learned about how to write good scripts and use correct sentence structures so that they can be easily understood by domestic and international customers. The writer also sharpened communication skills when conducting an interview and observation to gain information related to the content of the booklet.

To sum up, the product of this final project brings benefits for Omah Batik Gallery. The printed booklet can be used as a medium of promotion, either in the gallery of Omah Batik or in a batik exhibition event. Then, the digital version of the booklet can be uploaded in Omah Batik's social media. The writer does hope that the product of this final project can reach wider customers from domestic and international market. Then, the writer hopes that the report of this final project can be a reference for the students of English study program who want to conduct final projects in the same field.