

SUMMARY

Making a Booklet as Promotion Media of Inayah Batik Home Industry Pasuruan, Elyassantia Irkhami Putri, F31192021, 2022, 29 pages, English Study Program, Politeknik Negeri Jember, Enik Rukiati S.Pd., M.Pd (Supervisor).

“Making a Booklet as Promotion Media of Inayah Batik Home Industry Pasuruan” is the title of this final project which would help Inayah Batik in promoting its products. Based on a preliminary study conducted by the writer in September 2021, the owner of this batik home industry stated that it only has several promotion media such as Instagram and WhatsApp also inactive social media such as YouTube, Tokopedia, and Shopee, which shows only pictures of the product without providing any further information on the subject. Therefore, the writer made a booklet as a promotion media containing pictures, price list, and complete information about Inayah Batik. The writer chose the booklet because it has several advantages, the main advantage is providing complete information to attract customers' interest and increase the number of buyers. It also to help Inayah Batik Home Industry in promoting its products not only to the domestic community but also to overseas communities.

Collecting data was needed in the making of this final project. The writer took several steps are: interview, observation, document, and audio-visual activity. The contents of Inayah Batik booklet are divided into three parts. The first part is opening that provides the history of Inayah Batik. The second part is the main content that provides kinds of batik produced, batik motifs and the meaning, batik making process, the price of the product, services in gallery, achievements, and customer testimonies. The last part is closing that provides contact person such as social media used and the map of Inayah Batik Home Industry.

The booklet is written in a bilingual versions, Indonesian and English. To make the booklet easy to bring, the size is 21 x 15 centimeters. The writer adopted steps from Ardhi (2013) for the procedures of making a booklet. There were determining the purpose of promotion, determining the target audience, determining

promotion media, budgeting, making concepts, and producing. In finishing this final project, the writer found some challenges, the writer could not design the booklet by herself so that the writer should hire an editor, the writer also needed to develop writing skills and used correcting grammar so that the reader would be interested and enjoyed in reading the booklet. Besides, the writer improved her skills by writing the correct script and translating it into English with correct grammar. The writer also learns about batik in Indonesia, especially Pasuruan Batik.