

SUMMARY

Making a Booklet as Promotional Media of Batik Kenangareja in UD Barokah Madiun, Fransiska Putri Ayu Astiti, F31191274, 2022, 37 Pages, Language, Communication and Tourism Department, Politeknik Negeri Jember, Nanik Mariyati S.Pd., M.Pd. (Supervisor).

This is a report of the final project entitled “Making a Booklet as Promotional Media of Batik Kenangareja in UD Barokah, Madiun”. The aims of this final project was to give new media promotion and help the visitors get information about Kenangareja batik so it can get people interested to buy the products in UD Barokah. Based on the preliminary study that the writer did, UD Barokah needed additional promotional media to increase products sale. To overcome this case, the writer made a promotional booklet for UD Barokah in bilingual (Bahasa Indonesia and English) version as her final project.

To finish this final project, the writer used procedure that was proposed by Agusti & Rahmah (2019), who stated that are seven steps of making a booklet. Those steps are determining the title and subtitle, making format or structure of booklet, finding and collecting information, processing the information, arranging the information, editing and printing. First, in determining the title and subtitle the writer gave the title “Kenangareja the Charm Masterpiece Heritage of Majapahit Kingdom: Batik Collection of UD Barokah” for the booklet. Second, in making format or structure of booklet, the writer made the booklet consisted of three parts there are opening, content, and closing. Third, in finding and collecting information, the writer collected informations based on the interview, observation, documents, and audio-visual materials. Forth, in information processing, the writer compiled the information to become a script in Bahasa Indonesia and English to the booklet content. Fifth, in arranging the information, the writer arranged and adjusted the information of the booklet with put the left page is the Indonesian version and the right page is the English version and got 20 pages. Sixth, in Editing, the writer got requested by the owner to put red and gold color for the booklet and the writer edited the layout by completing it with

pictures using CorelDraw X7 and Adobe Photoshop CS4. Seventh, in printing the writer came to a printing center to print the booklet and it used art paper with the size of A5 or 14,8 cm x 21,0 cm with landscape design.

The writer found some challenges in the process of making it. First, the software used to design was often not-responding. Second, the writer had to consider grammar and sentence structure to make clear explanations of the content of the booklet. Third, the writer got consideration to take pictures of batik making processes because the owner had not started making it.

The writer learned several things in finishing this final project. The writer learned how to communicate with people especially with the owner of UD Barokah. Then, the writer learned about script writing in making the script, especially in grammar and sentences. The writer also learned about design skills in making the product.