

## SUMMARY

**Making a Booklet as a Promotional Media of Batik Tulis Labako UD. Bintang Timur**, Nadia Putri Ayu Murdita, F31190842, 2022, 67 Pages, English Study Program, Politeknik Negeri Jember, Nanik Mariyati, S.Pd., M.Pd. (Supervisor)

Batik Labako is batik from Jember, East Java that has a tobacco leaf as the motif. Tobacco is used as inspiration for Batik Labako motif because it is one of the best commodities in Jember. One of the locations that produced this batik is Sumberjambe Sub-District, Sumberpakem Village, Jember, East Java. There is a batik industry that has produced Batik Labako since 2000s named Batik Tulis Labako UD. Bintang Timur

For the final project, the writer decided to make a booklet as promotional media for the batik industry. The booklet aims to promote the products and increase the sales in local and international markets. The booklet was available in a bilingual version which is Indonesian and English. The content of the booklet gave the information of Batik Tulis Labako UD. Bintang Timur, such as business detail, history, batik motif, kinds of batik fabric, kinds of batik products sold, price, process of making batik, activity, facilities, achievements, testimonials, gallery and contact person. The size of the booklet is 15cm x 21cm in portrait orientation in the form of A5 art paper and it consists of 28 pages.

In this final project, the writer used four kinds of data collecting methods from Cresswell (2002). They were interview, observation, documents, and audio visual materials. The first step was the writer interviewed the owner and customers to get the information about Batik Tulis Labako UD. Bintang Timur. The second step was the writer conducted observation to observe the activity, facilities, tools, and materials in making batik. The third step was the writer took the document from the owner's personal files, WhatsApp, and Instagram. The last step was the writer took the audio-visual material by taking some pictures in the batik industry.

In making the final project, the writer adapted the procedures from Diri and Marlina (2019). They are analyzing the needs, product layout, producing, and

product trial results. The first step was analyzing the needs. The writer analyzed the purposes of making the promotional media and target readers. The second step was product layout. The writer collected the data and made work plans. The third step was producing. In this step, the writer input the data collected that has been obtained and after finishing that process, it continued to the binding process. The final step was the product trial result. This step was to find out whether this booklet was appropriate and easy to understand.

In finishing the final project and booklet, the writer found some obstacles. For the final project, the writer faced the obstacles in writing with the correct grammar. In observation, the writer faced obstacles in finding the observation schedule. It was because the batik industry did not have orders yet. The writer also faced obstacles in the design booklet process by using Corel Draw because at the beginning the writer was unfamiliar with all of the tools in this software and confused to operate those tools. However, the writer could overcome her obstacles because she was used to working on the report and booklet frequently and often communicated with the owner.