

SUMMARY

Making a Booklet as Promotional Media of El Bahirah Batik Maron Probolinggo. Siti Waqiatu Sa'adah, NIM F31191345, 2022, 27 pages, English Study Program, Politeknik Negeri Jember, Nodistya Septian Indrastana, S.S, S.Pd, M.Pd. (Supervisor).

The title of this final project is “Making a Booklet as Promotional Media of El Bahirah Maron Probolinggo”. The booklet was made to help to boost the promoting of El Bahirah Batik products by providing the complete information about El Bahirah Batik. The booklet is available in bilingual version, they are bahasa Indonesia and English.

The writer used the data collecting method from Creswell (2012), they were interview, observation, documents, and audio-visual. The data results were provided in booklet content. The booklet was divided in three parts. The first part was the opening provided about information and overview about El Bahirah Batik. The second part is body, it consisted products complete with pictures, prices, the name of batik itself, the excellent quality and photo gallery such as the batik-making process, events, facilities and the conditions at El Bahirah Batik. The last part was closing, it contained contact information such as the seller's phone number, social media, and also information regarding the location of El Bahirah Batik which will be completed with barcode that matches with Google Maps.

In completing the final project, the writer got various difficulties and challenges. One of them is the writer was difficult to make appointments with the owner. Finally, the writer managed to arrange the final project well. The writer hopes, the booklet will help El Bahirah Batik to promote their product in wider customer.