

## SUMMARY

**Making a Booklet as Promotion Medium of Kejaya Handicraft Banyuwangi,** Becky Ulandari, NIM F31191713, 2022, 29 pages, English Study Program, Politeknik Negeri Jember, Cholimatus Zuhro, S.Pd., M.Li (Supervisor).

The writer conducted this final project for 9 months, from January until September 2022. The title of this final project is “Making a Booklet as Promotion Medium of Kejaya Handicraft Banyuwangi.” The Booklet was made in bilingual version (Bahasa Indonesia & English). It was created to help the owner promote the Kejaya Handicraft product for domestic and international consumers by providing complete information about Kejaya Handicraft and the product.

The writer did four step of collecting data involves interviews, observations, documents, and visual materials. The writer interviewed the owner of Kejaya Handicraft and got more information about company profile, the products, and the prices which were used as content in the booklet. Then, the writer observed gallery and workshop to know real conditions of the place. After that, the writer took documents from the owner and kejaya handicraft social media, the writer took some awards and consumer testimonials. And lastly, audio-visual masterials. The writer hired a photographer to take pictures of products, gallery, and workshop.

The writer adopted Ardhi's (2013) procedure for making the booklet. There are determining the purpose of promotion, the target audience, the promotion media, budgeting, making concepts, and production. The entitled of the booklet “The Rich of Kejaya Handicraft”, the booklet made in 32 pages with the booklet size 21 x 14.8 cm and landscape orientation. The design of the booklet uses Canva Application and Pixellab Application. The booklet was divided into 3 parts: opening, main content, and closing. The opening consists of the cover, foreword, table of content, & company profile of kejaya handicraft. Then, the main content consists of a description of the products available at Kejaya Handicraft, complete with pictures of the products & the prices. The last part is closing, consisting of the achievements won by Kejaya Handicraft, consumer testimonials, location, and contact person.

The writer gets a lot of benefits while making this final project such as improving writing skill, translation skill, and computer skill. In addition, to complete this final project the writer also faced several difficulties such as grammatical error, arranging a meeting schedule, and adjusting the content with the booklet page. Hopefully, the booklet can help the owner of Kejaya Handicraft to promote the products and increase the number of consumers.