

SUMMARY

Making a booklet as a promotional media of Lazarus Batik, Imam fahrul Rozzy, F31191780, 2022, 37 Pages, Language, Communication and Tourism Department, Politeknik Negeri Jember, Fitri Wijayanti, S.Pd., M.Pd. (Supervisor).

The purpose of this final project was to make a booklet as a promotional media of Lazarus Batik. This booklet gave information about Lazarus Batik. Based on the preliminary study, the owner wanted to show his products not only for domestics but also for international customers. Therefore, he said that he needed a bilingual booklet as a new promotional media of Lazarus Batik.

In the process of making the product of this final project, the writer used the procedure from Agusti and Rahma (2019), namely determining title and sub-title of the booklet, creating a booklet format or structure, finding and collecting the information needed for the content of the booklet, processing information, arranging information according to booklet format, editing, printing a booklet. In the first step, the writer discussed the title and subtitle with the owner and supervisor. In the second step, the writer made a booklet format. This booklet was made with the size (30 X 20 cm) and divided into 3 parts : introduction (front cover, foreword, list of content), body (history, vision and mission, kinds of fabric, kind of batik motif, price list, facilities and services, and contact person), closing (logo of Politeknik of Negeri Jember, and copyright). In the third step, the writer used four methods to collect the data needed in making the booklet. There were interview, observation, documents, and audiovisual materials. In the observation, the writer visited Lazarus Batik directly. The writer observed about place and location, kinds of fabric, and facilities and services. In the interview, the writer asked several questions to the owner. The writer asked about history, vision and mission, kinds of fabric, kinds of batik motif, price, and testimonial from customer. In the documents, the writer took some photos from social media owned by Lazarus Batik and took some testimonial from customer. In the audiovisual materials, the writer took several photos product directly from Lazarus Batik. In the fourth step, the writer made a script from the data that had been obtained. In the fifth parts, the

writer arranged all the information according to what has been made previously. In the sixth part, the writer edited the design by using software, such as *Photoshop*, *Pixellab*, *And Lightroom*. In the last part, the writer printed a booklet and gave e-booklet that has been approved by the supervisor and owner.

In finishing this project, the writer faced some problems. The first was in making booklet design. It happened because the writer had to think of an attractive design and in accordance with the theme. Therefore, the writer looked for inspiration on the internet and looked at the existing booklets. The second problem was about the communication with the owner. The process of this booklet also took a long time because the owner of Lazarus Batik was very busy, so the writer had to adjust the time to get information about Lazarus Batik.

In conclusion, this booklet could be an effective media to promote products from Lazarus Batik because it makes it easier for customers to get complete information about Lazarus Batik products. The owner also had several suggestion for the owner of Lazarus Batik and English Study Program. Lazarus Batik must increase promotion through existing social media by providing clear product information. Lazarus Batik must be more active in promoting its products by providing booklets to customers. It would be better if the English study program increased computer course material by providing image editing material using existing software. Because this is useful for students when working on final project products.