

SUMMARY

Making a Booklet as Promotional Media of Batik Suruh Temurose Banyuwangi, Khusnul Arista, NIM F31192446, 2022, 31 pages, English Study Program, Politeknik Negeri Jember, Cholimatus Zuhro, S.Pd., M.Li. (Supervisor).

Indonesia is a country that has various cultural heritages and one of the most popular is batik. As it is known, each region has their numerous batik motifs, including Banyuwangi. One of batik industries in Banyuwangi is Batik Suruh Temurose. The writer conducted a preliminary study to gain detailed information about Batik Suruh Temurose. The company only uses social media as a promotional media such as Instagram (@batiksuruhtemurose) and Facebook (Batik Suruh Temurose). Both social media only post images of the batik motifs and do not give specific information about the profile and product of Batik Suruh Temurose. Based on this problem, the writer offered the owner to create a booklet for their company and the owner agreed with it.

In creating the booklet for Batik Suruh Temurose, the write had to collect data first. The writer collected the data needed using four data collection methods proposed by Cresswell (2009). The methods are interview, observation, documents, and audio-visual materials. In the interview, the writer asked about the meaning of Batik Suruh Temurose, the history, batik products, kinds of batik, batik motifs, prices, process of making batik, achievement or awards, and the contact person of the company. In the observation, the writer observed seven things at Batik Suruh Temurose. Those were the location, product, facilities, process of making batik, equipment of making batik, batik motifs in Batik Suruh Temurose, and the achievement of the company. The writer also collected documents about the pictures of batik products and motifs, maps, and location of the company. Lastly, the writer took audio-visual materials directly at Batik Suruh Temurose. The pictures taken were related to batik products, activities, and gallery of Batik Suruh Temurose.

After getting the data needed, the writer continued creating the booklet for this company. The writer used the process of making booklet proposed by Marlina (2019). There are four steps that the writer did to make the booklet. Those were needs analysis, product planning, production process, and product testing. The first step, which is needs analysis, was done during the preliminary study. The writer analyzed the media of promotion, what kind of promotional media needed, purposes, and target audiences for the promotion. The second step is product planning. In this step, the writer did four activities. Those are collecting data and information, creating budget outline, create outline of the booklet, and creating the script of the booklet. The third step was production process. In this step, the writer started making the booklet. The last step was product testing. After the booklet design was done, the writer continued to ask the review and feedback from other parties, those were the owner, the customers of Batik Suruh Temurose, and the supervisor.

The finished product of this final project, which is a booklet, has some strengths and weaknesses. The strengths are this booklet compiled all important information about Batik Suruh Temurose and is handy booklet with elegant design that represents Batik Suruh Temurose really well. The weaknesses are the time limit for the product is not perfect, so the booklet do not have a complete information about Batik Suruh Temurose. Furthermore, the writer had several challenges when making the booklet. Those were related to communicating with the owner and scheduling the data collection methods for audio-visual materials with the owner. The writer also has suggestions for two parties. The first suggestion is for Batik Suruh Temurose which is to add new form of promotional media and keep their promotional media updated. The second suggestion is for the students of English Study Program, which is to make a promotional video and website for Batik Suruh Temurose as the company still does not have this promotional media.