

SUMMARY

Making a Booklet as a Promotion Medium for Bamboo Sapu Jagat Home Industry Kebonsari Madiun, Dewi Ana Purnama, NIM F31191847, 2022, 40 pages, English Study Program, Politeknik Negeri Jember, Enik Rukiati, S.Pd.M. Pd (Supervisor).

The sections below described the process of how the writer “Making a Booklet as a Promotion Medium for Sapu Jagat Home Industry Kebonsari Madiun”. In digitalization era, a business must be able to survive through adjustments to progress and speed. A project has been created because Sapu Jagat Home Industry needs new promotion medium to be ready to face the “new normal” after the pandemic. Therefore, the writer helps the owner by creating a new promotion medium, namely a booklet. The booklet itself can provide information related to the home industry and products. The making of this promotion medium is presented in two forms, printed and digital. The product from this final project used by the owner at the time of the exhibition, on the Shopee (Online Shopping Platform), Whatsapp (Social-Media), and according to the needs of the promotion.

In the process, the writer conducted interviews, observations, documents, and audio-visual material. As a form of persuasive promotion medium, the writer gives the title "Iridescent Life with Bamboo". This product is made in a structured way starting from the opening, main content, and closing. The opening has a front cover, and a preface with two sections about Bamboo, and the preservation action. The main content provides an overview of the history of Sapu Jagat home industry, information about products such as name, price, interesting description of the bamboo product, the process of making products, and best-selling product. Furthermore, the closing part contains updated information about Sapu Jagat home industry, such as exhibition, testimonials, photos of production and preservation, and contact persons, the last page contains information about Jember State Polytechnic, and the back cover was filled with a brand. The writer hired a professional to edit the booklet.

This booklet has two languages, namely Indonesian and English. A5 in portrait orientation is the size of this booklet. The writer used French (2013) for

making a product. The steps from French (2013) are chosen because he has specific product directions with the writer has goal of making booklet as promotion medium. These steps include having very good reasons to write the booklet, coming up with the best title and subtitle you can, adopt a logical structure and proven format, adopt a writing method that fits the job, make sure the cover is a brilliant shop window, take responsibility for the production, and make promotion part of your overall plan. In the step of adopting a writing method that fits the job the writer applies the methods or steps of writing from Shulman (2017) namely brainstorming, pre-writing, outlining/organization, writing that shitty first draft, it's time to take a break, revision, editing, and polishing.

The writer founded some difficulties, such as updated of booklet, some expectations. The writer overcomes updated of booklet by providing a soft file or editing form at the time of submission of the product to the owner. Some expectations that faced are be ready with all the risks in its completion such as financial and the owner time availability, expected to be able to complete projects and exams on time.

In the whole process of the final project, the writer got benefits in terms of communication and planning. In term of communication, the writer has discussed to all parties that have involved such as the proofreader, the owner, the supervisor, and the editor. Through these parties, the writer gains experience in conveying ideas carried out in stages. For the planning, the benefits were more organized in compiling scripts and making products.