

## SUMMARY

**Making a Booklet as a Promotion Media of Gangsar Ngaidin Batik Jember,** Firdauzia Rose Novia Putri, F31191955, 2022, 28 pages, English Study Program, Politeknik Negeri Jember, Titik Ismailia, S.Pd., M.Pd (Supervisor).

This is the final project report titled “Making a Booklet as a Promotion Media of Gangsar Ngaidin Batik Jember. Based on preliminary study conducted by the writer in January 2022, the writer made this final project to fulfill the needs of promotional media of this home industry that was previously unavailable. This home industry has no printed media that provide detail information, to introduce their product to the local and foreign customers when participating in some event such as exhibition. Therefore, the writer made a booklet as a promotional media that provides complete information such as the pictures of product along with the description, the motifs, and price list. Besides, this booklet is written in bilingual that is Bahasa Indonesia and English version.

In data collecting process, the writer collected the data through interview, observation, documents and audio visual material. Those data are then used as content in a booklet. The content is divided into three parts consist of opening, content and closing. The first part is opening that provide information about the history of Gangsar Ngaidin Batik Jember. The second part is content that provide information about the products, the motifs, price list, batik making class and testimonial. The last part is closing that provide information about the contact person and location.

The booklet was made using the step stated by Diri and Marlini (2019) that consist of analyzing the needs, planning the product, producing, and testing the product. It is printed in the size of 21 x 15 cm long using art paper. In finishing this final project, the writer faced several obstacles. First, when writing the script, the writer struggled with grammar. To overcome this, the writer used Grammarly as a grammar error checking tool. Second, the writer was not able to design the booklet on her own due to a lack of graphic design software skills. The writer then hired the editor, Ridwan Akhfany to assist her in designing the

booklet. The writer hopes this bilingual booklet as a promotion media can help the owner of Gangsar Ngaidin Batik Jember to promote their product not only in local customer but also foreign customer. The writer also hopes that this final project can be used as reference for students in the English department especially those who will be conducted similar final project.