

SUMMARY

Making A Promotional Booklet Of Batik Karang Segoro Banyuwangi, Marcelina Bernanda Intania Putri, NIM F31192379, 2022, 28 pages, English Study Program, Politeknik Negeri Jember, Asep Samsudin, S.Pd., M.Li. (Supervisor).

Batik is one of the cultural heritages that is often found in Indonesia. Every regions in Indonesia has its batik motifs, including Banyuwangi. One of home industries that produces batik in Banyuwangi is Batik Karang Segoro. Batik Karang Segoro located in Karangasem district, Banyuwangi, East Java. It has various types of batik that can attract buyers. To get more information, the writer interviewed the owner of Batik Karang Segoro. Batik Karang Segoro has 2 kinds of promotional media, they are Whatsapp (081913923755) and Instagram @karangsegorobatik. In the promotional media, there was no additional information about Batik Karang Segoro profile such as the company overview, kinds of products, price, and location. Therefore, the writer offered to make a printed promotional media to promote Batik Karang Segoro products. Based on the explanation, the writer decided that Batik Karang Segoro needs a booklet as a printed promotional media. The booklet will be written in a bilingual version.

To make the promotional booklet for Batik Karang Segoro, the writer had to collect more data about the company. The writer did it by using four data collecting methods proposed by Creswell (2008). Those are interview, observation, document, and audio-visual material. In interview, the writer asked nine questions to the owner. Those are about the history, kinds of batik, kinds of products, batik motifs, and process of making product, characteristic, price, achievements and contact person. In observation, the writer observed the activities, products, facilities, and location of the company. In document, the writer collected some documents in form of pictures from the owner and internet. From the owner, the writer got pictures about batik products, awards or achievements, and the process of making batik products. From the internet, ther writer collected pictures of various batik motifs on the Instagram account, location of Batik Segoro and map from Google Maps. The last method in collecting the data for the booklet was only taking visual materials. In audio-visual materials, the writer only took photos of batik products, batik motifs, tool and materials in making batik, and the process of making batik.

After all data needed for the booklet had been collected, the writer continued to the next stage which was producing the promotional booklet. The writer did it by adapting the steps of making booklet proposed by Ardhi (2013). Those are determining the purpose of

promotion, determining the target audience, determining the promotional media, budgeting, making concept and producing. In the first step, the writer analyzed the promotional media of Batik Karang Segoro. From there, the writer can conclude that the purpose of promotion would be giving complete and clear information to the customers. In the second step, the writer determined the target audience and decided to make the promotional media for local and international prospective customers. In the third step, the writer determined the promotional media needed and decided to make a promotional booklet for Batik Karang Segoro. In the fourth step, the writer determined the tools that would be used in making the booklet, the needs of editor, and how the booklet would be printed and bonded to find out how many budgets she would need to make this booklet. In the fifth step, the writer did some activities. Those were creating the script, translating the script into English, and revising the script. In the last step, the writer hired an editor and started creating the booklet design. Afterwards, the writer printed the booklet on art paper with A5 size and will be printed in four exemplars.