

## SUMMARY

**Making a Booklet as a Promotional Media of Batik Tulis Balqis Probolinggo,** Layyina Nasya Arifqi, F31191059, 2022, 57 pages, English Study Program, Politeknik Negeri Jember, Vigo Dewangga, S.S., M.Pd (Supervisor).

Batik Tulis Balqis is one of the batik home industry in Probolinggo. It is located in Kedungsari Village, Maron Sub-district, Probolinggo Regency. This home industry was established in 2010 but became active in 2011. Bades on the result of preliminary study is Batik Tulis Balqis had some promotional media, such as Facebook that is Batik Tulis Balqis, Instagram that is @batiktulisbalqis, and WhatsApp. The content of the promotional media provided some picture of Batik Tulis Balqis product without detailed information. The owner of Batik Tulis Balqis need printed promotionsl media and electronic media to attract the customers, because since the pandemic the level of sales has been descreasing. Because the owner need new promotional media, the writer decided to make a booklet and e-booklet of Batik Tulis Balqis because the booklet can provide more detiled information. The writer created this booklet in bilingusl version, English and Bahasa Indonesia.

In making booklet, the writer used step from Hendric (2016) in Sintya (2019), those are decide the information and photos that will include in the booklet, decide booklet size, decide the purpose of the booklet, decide the target audience, and designing a booklet. the booklet devided into three parts such as opening, main content, and closing. In the opening that will contains a cover, foreword, and table of content. The content of booklet, contains the history of Batik Tulis Balqis, name of the owner, the batik-making process, the product that are produce, and the price of each product. The closing of the booklet contains the location and the contact person of the owner Batik Tulis Balqis.

In finishing this project, the writer found the difficulties and challenges. The writer has difficulties in making product because the writer has limited skill in designing the product, so the writer hire editor to designed the product. In addition, the writer has challenges in making the script. The writer has difficulties

in grammar and choice the sentences used to help the readers read the booklet easier. The writer can cover these difficulties with using the application Grammarly to help check grammar.