

## SUMMARY

**Making a Booklet as Promotional Media of Sengguruh Batik in Kepanjen – Malang**, Wahyu Eko Arifin, NIM F31170929, 2020, 58 pages, English Study Program, Politeknik Negeri Jember, Cholimatus Zuhro, S.Pd.,M.Li. (Supervisor).

This is the report of the final project entitled “Making a Booklet as Promotional Media of Sengguruh Batik in Kepanjen – Malang”. The project was made because Sengguruh Batik needs a promotional media that is easy to made and brought, and also give the complete information about Sengguruh Batik. Because of that, I as the writer helped the owner of Sengguruh Batik by making a promotional booklet for Sengguruh Batik.

In making this final project, the writer collected the data to complete his final project. The writer did interview, observation, documents, and audio-visual material. The title of the booklet is “Batik Sengguruh The Amazing Batik from Malang”. This booklet consists of three parts. First part is opening that contains foreword, table of content, overview and history. Second part is main content that contains kinds of batik, batik motifs, the process of making batik, kind of fabric equipments and materials, gallery and product, price list. Last part is closing that contains of achievements, customer testimonials, location and contact person.

This booklet was written in bilingual, Bahasa Indonesia and English. The size of booklet is A5 with 20 pages in landscape. It was edited and designed by Corel Draw. The writer adapted ten steps from Arin (2009) they are, deciding idea, focusing on idea, outlining the booklet, writing the content, reviewing the booklet, improving the writing, revising, editing, designing layout and binding.

The writer faces some difficulties, especially when making script for the booklet. The writer needed to learn about how to write a good script, especially in determine proper word for the English script.