

SUMMARY

Making a Booklet as Promotional Medium of Batik Tulis Namiroh Sidoarjo, Vaneza Dara Kusuma Wardhani, F31190166, 2023, 40 pages, Language, Communication, and Tourism Department, Politeknik Negeri Jember, Cholimatus Zuhro, S.Pd. M.Li (Supervisor).

The final report of this final project entitled “ Making a Booklet as Promotional Medium of Batik Tulis Namiroh Sidoarjo”. It was made to help Batik Tulis Namiroh to attract many more local and international customers. The product consists of a lot of information that was selected about Batik Tulis Namiroh in bilingual versions (Indonesian and English). It is because their latest media only contain pictures of batik products. The last post content on Instagram and Facebook was last year (2021), and using Bahasa Indonesia only. In making this final project, the writer used four steps of data collecting method. There are interview, observation, documentation, and audio-visual materials. The booklet is divided into three parts; Opening, Main Content, and Closing. The opening part contains the front cover, table of content, and the history of the Batik Tulis Namiroh. The second part is the main content, which includes the contents of the booklet, explaining the kind of batik produced by manufacturing techniques, motifs of batik, the products, the tools and materials, and the process of making batik. The last part is closing, containing the achievement of Batik Tulis Namiroh, contact information, location, and back cover.

The booklet was made in bilingual (English and Bahasa Indonesia). The size of the product is 21 x 15 cm was printed using A5 paper, twenty pages in landscape orientation by using Adobe Photoshop and Canva. The booklet used simple, classic, and minimalist concepts, which means that the readers would be interested to read the booklet. However, it is still easy to understand because it uses an attractive font and standard size, and the color theme is vintage but not dark. The writer adapted the steps from Diri & Marlina (2019) for the procedures of making booklet. There were analyzing the needs, data collecting, producing, and binding.

In finishing the project, the writer found many difficulties and challenges. The writer needed to learn from many references when making the booklet concept

and how to write a good script so that the reader would be interested in reading the booklet. Beside some problem in making the product, the writer also got knowledge about detailed information Batik Tulis Namiroh, especially the process of making batik and the kinds of batik motifs produced.