

SUMMARY

Making a Booklet as Promotional Media of Selo Maeso Batik Ambulu Sub District-Jember, Anisa Intama, F31190561, 2023, 63 pages, English Study Program, Politeknik Negeri Jember, Agus Setia Budi, S.Pd, M.Pd. (Supervisor).

One of the batik home industries in Jember is Selo Maeso Batik, Andongsari Village, Ambulu Sub district, Jember. This home industry produces various Jember batik motifs, including tobacco, coffee and cocoa. It is a characteristic of this home industry, namely Selo Maeso, a patterned motif like buffalo horns which interpret the name of their Village, namely Watu Kebo, Andongsari Village. With this motif's character, it can potentially be an attraction that does not exist anywhere else, and it will make Selo Maeso Batik's products known to be marketed domestically or abroad. For the final project, the writer decided to make a booklet as promotional media for the batik industry. The booklet was created in a bilingual version. They are Bahasa Indonesia and English. A bilingual in this booklet is to develop the formula promotion and increase the marketing of Selo Maeso Batik products. And the booklet is a media containing images or photos packaged in the form of a small book containing important information with clear, concise, easy-to-understand, and exciting delivery.

In making the product of this final project, the writer applied four steps of data collecting methods such as interview, observation, documentation, and audio-visual materials for the booklet's content. The content was divided into three parts: opening, body and closing. The whole booklet contains information about Selo Maeso Batik, such as a brief history, batik motifs, kinds of products, the process of making batik, prices, achievements, testimonials, activities of the visitors, and detailed information, including the address and contact person. Besides, the booklet contains 24 pages with 14,8 cm x 21 cm paper size.

In making a product, the writer adapted from two experts there are briefing the client, making the draft, writing the script, designing the layout, revising booklet's content, editing the whole booklet, and binding the booklet. Also, the

writer involves the owner and supervisor to provide feedback with the aim of making the product content better.

In finishing the final project, the writer found some obstacles in the design process because she could not design the booklet herself so the writer needed someone to edit it. Second, the writer had a problem with misunderstanding with the owner to get some information that needed a little more detail regarding the content.