

## SUMMARY

**Making Booklet as a Promotional Media for Tatsaka Batik Cluring Banyuwangi**, Devi Rayvahiz, NIM F31170741, 2020, 37 pages, English Study Program, Politeknik Negeri Jember, Enik Rukiati, S.Pd., M.Pd (Supervisor).

This is the report of final project entitled “Making Booklet as a Promotional Media for Tatsaka Batik Cluring Banyuwangi”. The project was made because of Tatsaka Batik needed additional promotional media to attract more customers. The previous promotional media are out of date and it does not reach people directly.

The writer needed data to complete this final project. The writer did interview, observation, documents, and audio-visual material. The title of the booklet is “Wonderful Art from Cluring”. There are three parts of booklet. They are opening, content, and closing. The first part of this booklet is opening. In the opening, there is information about Tatsaka Batik in general, such as overview and history of Tatsaka Batik as well as vision, mission, and also motto of Tatsaka Batik. The second part is content. In this part, there are information about kinds of batik, the motifs and the meaning of it, the process and techniques that use by Tatsaka Batik in making the products, the uniqueness of Tatsaka Batik’s products, price list of batik, other products and services that are provided by Tatsaka Batik, gallery and workshop of Tatsaka Batik, and also the achievements which are gotten by Tatsaka Batik. And for the third part is closing. In this part, there are information about testimonies from the customer, the location of Tatsaka Batik, and contact person of Tatsaka Batik.

This booklet is made in bilingual, English and Bahasa Indonesia. The size of booklet is A5 (14.8 cm x 21 cm) with portrait orientation. This booklet is made using Corel Draw X6. The writer adapted the procedures of making booklet from Ardianto and Purnama (2008). The procedures are identifying the problem, designing the concept, making the script, and producing.

The writer found many difficulties and challenges in finishing this project. The writer found a problem when making script of booklet and designing the layout

of booklet. The writer needed to learn about how to write a good script for the booklet. She also found a problem in choosing a correct diction and grammar that will be used in the sentences. So, the writer should think hard and need to study more to choose the best diction and the using of grammar for the script. Besides that, the writer does not have a good skill in editing. She needed to ask an editor to finish her project. This project gives some benefits for the writer. The writer improved her skill in writing the script of booklet, learnt the process of making batik in Tatsaka Batik, and knew detail information of Tatsaka Batik.