

SUMMARY

Making a Booklet as Promotional Media of Batik Dewi Sekartaji Gondangwetan. Muhammad Lukman Hakim, F31171632, 2020, Pages, English Study Program, Politeknik Negeri Jember, Nila Susanti, SS. M.Pd. (Supervisor)

Dewi Sekartaji Batik is new home industry that produce batik fabric since 2019 until now. Dewi Sekartaji Batik located in Wonosari village, Pasuruan. Based on preliminary study conducted by the writer. The owner of Dewi Sekartaji Batik only has several promotional media such as Instagram and photo gallery, which showed a photo of the product and did not give specific information, based on this problem, the writer made a booklet as a promotional media which contain were a picture, price, location and complete information about Dewi Sekartaji batik.

The writer chose the booklet because it had several advantages, the main advantages of the booklet is using print media. So, customer can read and understand the content of the booklet anytime based on situation and condition. The writer followed Ardhi's step made a promotional media booklet. There are six step to make a promotional media such as determining the purpose of promotional media, determining the target audience, determining the promotional media, determining the concept, budgeting and the last production.

The writer divide the booklet into five main part, the first part of this foreword. The second part of history of Dewi Sekartaji Batik. The third part of this booklet show and describe the product and price. The fourth part of this show achievement. The fifth part of this booklet show the information about location Dewi Sekartaji Batik and contact person.

The booklet is in bilingual version (Indonesia language and English language). The size of the booklet is 15 x 21 cm, the design of the booklet made by the writers in Corel Draw X7. Finally, after producing the product, the writer distribute the booklet to the Dewi Sekartaji Batik owner, supervisor, examiners,

language communication and tourism departmen and library Politeknik Negeri Jember.

In finishing this final project, the writer found some problems, the writer could not vaidated and collected some data by himself in the home industry. Caused the Covid-19 situation. The writer also had a problem in writing script like miss typing, content, and grammatical errors. Beside some problems during finishing this final project, the writer also consulted which supervisor and learn many things about Dewi Sekartaji Batik.