

## SUMMARY

**Making A Booklet As A Promotional Media Of Batik Rengganis Situbondo,** Banyuwangi East Java, Muhammad Fachrus S.A.M, NIM. F31162025, Year 2019, 54 pages, Language, Communication, and Tourism Department, Politeknik Negeri Jember, Asep Samsudin, S.Pd. M.Li. (Supervisor).

Making A Booklet As A Promotional Media Of Batik Rengganis Situbondo is the title of this final project report. According to chief of Situbondo Batik Association, Batik Rengganis Situbondo needs Promotional Media because Batik Rengganis Situbondo only has one Promotional Media on Instagram @batik.rengganis. The owner asked the writer to make a booklet to promote the Batik. Booklet are more easy to access, people are more interested in reading booklets because there is a lot of information about batik Rengganis that are not included in instagram. Thats why the writer making Booklet as a Promotional Media of Batik Rengganis Situbondo in this project.

In making this final project, the writer needs to gather the information about Batik Rengganis. Therefore, the writer used four steps of data collecting method. There are observation, interview, documentation, and audiovisual materials. Furthermore, the writer used the procedures of making promotional video from Cresswell (2008) and addition from Sugiono (2009) such as Observation, Interview, Documentation, Audiovisual Material.

This booklet was made in 22 pages excluding the cover of the booklet. The title of the booklet is “The Exotic of Batik Rengganis Situbondo”. This booklet uses two languages such as English and Indonesian Language. This booklet is divided into three parts. The first part is opening that provides the history of Batik Rengganis. The second part is main content that provides kinds of batik, batik motif, how to make batik motif, and types of fabrics that used in Batik Rengganis. The last part is closing that provides contact person the owner of Batik Rengganis and the road of Batik Rengganis outlet.

The result of making a booklet of Batik Rengganis entitled *The Exotic of Batik Rengganis Situbondo*. The result of data collecting method is history of Batik Rengganis, Batik Rengganis produces many batik motifs such as *Lerkeleran*, *Kerang Gempel*, *Tale Percing*, *Baluran Menunggu*, *Raja Mina*, *Merak Baluran*. Batik Rengganis has an 1st MSME Award Non-agricultural Categories in 2011. The writer did observation directly come to home industry and outlet of Batik Rengganis. The writer knew the activities of making batik in there. From documentation result, The writer got the picture Rengganis's trophy in 1st MSME Award Non-agricultural Categories in 2011. Furthermore, from the internet the writer got the road access from Google Maps and promotional media that they have. The procedures of making booklet of Batik Rengganis used from Cahyono et. al., (2017). Those are: Arranging Data, Creative Concept, Content of Booklet, Color Concept, Layout Style, and Binding.

In making this booklet, the writer has purpose to introduce and promote batik in Situbondo especially Batik Rengganis. Batik Rengganis is the oldest home industry batik in Situbondo located in Selowogo Village Situbondo. Batik Rengganis produces two kinds of batik such as hand written batik, and stamped batik. The writer found many difficulties such as the writer could not design the booklet by himself so that the writer should hired an editor and hired a photographer to take good photos for the booklet. In making this project, the writer should learn how to make a good content in order to the reader will interested in reading the booklet.