

SUMMARY

MAKING A BOOKLET AS PROMOTIONAL MEDIA OF BATIK VIRDES HOME INDUSTRY At SIMBAR BANYUWANGI, Milna Aulia Maajid, F31181938, 2022, 22 pages, English Study Program, Politeknik Negeri Jember, Enik Rukiati, S.Pd., M.Pd. (Supervisor).

The title of this final project is “Making a Booklet as Promotional Media of Virdes Batik Home Industry at Simbar Banyuwangi”. It was made to help Virdes Batik promote the product and reach wider customers by giving complete information about Virdes Batik because its available promotional media do not give complete information about the product and provide in Bahasa Indonesia only.

To make this final project the writer collected data about Virdes Batik by doing an interview, observation, documents, and audio-visual. The result of these data was provided in the booklet. There was divided into three parts. The first part was the overview information and history of Virdes Batik. The second part was the content. It contained about The first is information about Virdes Batik, that was provide overview information about history of Virdes Batik. The second is content, the writer was provide about the kinds of batik, the motifs, the process and techniques that use by Virdes Batik in making the products, the uniqueness of Virdes Batik’s products, including pictures, descriptions and prices. And the last is closing, the writer gived information about contact person of Virdes Batik, it’s social media, testimony from customers and also the location of Virdes Batik. The product that the writer made is a bilingual booklet which is Bahasa Indonesia and English. The writer adapted the steps from Diri and Marlina for making the booklet. There were Analyzing the Needs, Data, Write the Script, and Producing. The size is 21 x 15 cm in landscape orientation. It was designed by using CorelDraw X7 and adobe photoshop.

To finish the project, the writer getsome difficulty while translating the script from Bahasa Indonesia into English. There were many grammatical errors

and incorrect translations that the writer did. Therefore, the writer should learn more about how to translate well. Besides, the writer got benefit from making this project such as the writer could increase her insight about batik and marketing. After making this final project, the writer had suggestion for Batik Virides is they should use this product for promote their product to customers, and for English Study Program Politeknik Negeri Jember, they should add material about the Corel Draw application in Computer Courses and booklet design so that students can do their final project easily.