

SUMMARY

Making a Booklet as a Promotional Media of Batik Tulis Soedjono Lamongan, Marta Nurhaliza, F31200062, 55 Pages, Language, Communication, and Tourism Department, Politeknik Negeri Jember, Yuslaili Ningsih, S.Pd., M.Pd. (Supervisor)

The title of this final project is “Making a Booklet as a Promotional Media of Batik Tulis Soedjono Lamongan.” It was made to help Batik Tulis Soedjono reach the local and international market. The product is written in bilingual (English and Indonesian), and the product consists of complete information about history, the batik motifs and also location. It is to help the customers get information about Batik Tulis Soedjono Lamongan. Based on the preliminary study that the writer did, Batik Tulis Soedjono needed additional promotional media to attract more customer and also increase product sale. To overcome this case, the writer made a promotional media booklet and e-booklet for Batik Tulis Soedjono.

To finish this final project, the writer collected data about Batik Tulis Soedjono Lamongan through interview, observation, documents, and audio-visual. The data result was processed and included in the printed booklet and e-booklet. The booklet is divided into three parts, there are opening, main content, and closing. The product that the writer made is bilingual.

The writer adapted the procedure that was proposed by Agusti and Rahmah, who stated that are seven steps of making a booklet and also used one step from Webyansyah. There were determining titles and subtitles, making format or structure of booklet, searching for information that is needed as booklet content, processing information, arranging information according to the booklet format, creating booklet design and editing, printing booklet, and publishing. The size of the product is A5 or 14,8 cm x 21 cm with landscape design. It was designed using Coreldraw and Indesign.

The writer found some challenges in the process of making this project. First, the writer got difficulty regarding of time schedule to conduct interviews with the owner to determine the right time. Second, the writer found difficulties when writing the script because of grammatical errors. Moreover the writer could learn several things in finishing this final project.