

SUMMARY

Making a Booklet as a promotional medium of Batik Ki Ronggo Klabang Bondowoso, Nuril Hikmah, F31201034, 2023, 24 pages, English Study Program, Politeknik Negeri Jember, Asep Samsudin, S.Pd., M.Li. (Supervisor).

Batik is one of the Indonesian cultures recognized internationally and officially part of the United Nations Educational, Scientific and Cultural Organization (UNESCO) as a human intangible cultural heritage. In Indonesia, many homes industry produced batik with their own characteristics.

This final project aimed to make a bilingual promotional booklet for Batik Ki Ronggo in Klabang Bondowoso entitled “The Authentic Natural Resource of Batik Ki Ronggo” in 32 pages. The owner of Batik Ki Ronggo wanted to gain customers not only local people but also foreign people. She mentioned that she needs a bilingual booklet in English and Bahasa Indonesia as a new promotional medium to help the promotion of her batik products to local and foreign customers.

In making the booklet the writer collected the data using four methods. They were interviews, observation, documents, and audiovisual material. In addition, in making the booklet the writer used five steps. They were brief clients, brainstorming, design process, finishing, and print the booklet.

The writer faced several challenges while finishing her final project. The first challenge was in managing time when she revised the report. The second challenge was communication with the owner, which is takes time when the writer had to confirm some information with the owner but at that time the owner was busy so she did not respond. The third challenge was in making the products, the writer needs look for many references in the booklet because she edits the products by herself.

The writer learned some lessons while doing this final project. First, she learned to manage time better than before and to be more serious in taking on her duties. Second, the writer comprehended that she must understand the guideline

first in writing the report and also making the product. Third, the writer had a new experience in editing the booklet as the product of this final project by herself.