

SUMMARY

Making a Booklet as a Promotional Medium of Girli Batik Lumajang, Fella Florenciana, NIM F31201200, 2023, 46 pages, English Study Program, Politeknik Negeri Jember, Suyik Binarkaheni, S.Pd., M.Li. (Supervisor).

The objective of this final project was to make a booklet as a promotional medium of Girli Batik Lumajang in bilingual version, Indonesian and English. The booklet explained information about Girli Batik Lumajang. The owner of Girli Batik Lumajang required another promotional medium when she attended the batik events because previously she only promoted the products through direct communication with visitors. Besides, the owner of Girli Batik Lumajang wanted to promote her products to local and foreign customers. Therefore, a bilingual booklet was used to complement the previous promotional media.

The writer used seven steps for making the booklet. They were determining the titles and subtitles, making a booklet format or structure, finding and collecting information needed for the contents of the booklet, processing information, arranging information based on the booklet format, designing and editing the booklet, and the last was printing the booklet. The first step, the writer and owner determined the title of the booklet with the suggestions from the supervisor. The title used was “The Exotica of Girli Batik Lumajang”. The second step, the writer provided the booklet in three parts: opening, body, and closing. The first part was the opening that consisted of front cover, foreword, and table of contents. The second part was the body that consisted of history, facilities, activities, batik-making process, kinds of batik motifs, prices of batik, specialties, customer testimonials, contact person, and location. The last part was closing that consisted of dedication statement, Copyright, and back cover. The dedication statement included writer’s name, supervisor’s name, first examiner’s name, and second examiner’s name. The third step, the writer collected information with four data collecting methods. They were observation, interview, documents, and audiovisual materials. The fourth step, the writer processed the information that has been collected. She made an Indonesian script and then translated it into

English. The script was checked in online tools such as Grammarly. After that, the script gave to the supervisor for suggestions and recommendations. In the fifth step, the writer organized the information included in the booklet so that the arrangement was correct. The sixth step, the writer provided the information and concepts to the editor. Then, the editor designed and edited the booklet with attractive colors, font size, layouts, and images. The last step, the booklet was printed on A5 paper (15 x 21 cm) with art paper. It was printed in two copies and was given to the owner of Girli Batik Lumajang and English Study Program. The writer also provided e-booklet version to the owner of Girli Batik Lumajang.

In finishing the final project, the writer faced several challenges such as organizing and allocating the time to complete the report and the product, communicating with the owner was difficult, and the writer should be consistent with the goal to complete the final project. The writer also learned many lessons while doing the final project. She learned to manage and allocate the time, learned to be literate the guideline, and learned to be consistent to completing the final project.

The writer gave suggestions for the owner of Girli Batik and the English Study Program. She suggested that the owner of Girli Batik Lumajang should have updated photos related to batik motifs so that the customers can know about the products. In addition, Girli Batik Lumajang should improve the packaging to make it more attractive and always update the printed and electronic booklet. Meanwhile, the writer suggested the English Study Program to provide additional learning related to computer and design skills so that the students have the provision to make the final project well and it also needed when they graduated from college. In conclusion, the writer hoped that the booklet could be used for any parties, especially for the owner of Girli Batik Lumajang and English Study Program.