

## SUMMARY

**Making a Booklet as Promotional Media of Aldy's Cemara Batik Pasuruan,**  
Sherly Ika Aprillia Putri, F31200498, 2023, 26 pages, English Study Program,  
Politeknik Negeri Jember, Nila Susanti, S.S., M.Pd. (Supervisor).

Aldy's Cemara Batik is a batik home industry located in Pasuruan. The type of Aldy's Cemara Batik is written batik with betel leaf motif. The owner uses social media to promote his product. The writer created a booklet and e-booklet as promotional media for Aldy's Cemara Batik, written in two languages (Indonesian and English) to make it easier for the owner to promote their products to local and foreign consumers.

To complete this final project, the writer studied the literature on batik, promotional media, booklet, and bilingualism. It needs to be done to achieve the creation of a booklet to be a promotional medium for Aldy's Cemara Batik. The writer applied her understanding of some of this literature in this final project.

This booklet has three parts: cover, introduction, and discussion. The cover contains a foreword and a table of contents. The introduction section contains the main contents of the booklet, such as the history of Aldy's Cemara Batik, type of batik, and motif of batik. The last discussion contains batik production, the batik products, price list, events Aldy's Cemara Batik has participated in, awards, and business information (location, contact person, and social media). The booklet is made on A5 paper (21 cm x 14.8 cm). The booklet is made on A5 paper (21 cm x 14.8 cm). In making a booklet, the writer adopts Agusti & Rahmah (2019) procedure. There are seven steps in making a booklet in Agusti & Rahmah (2019), namely creating the title and subtitle for the booklet, creating a booklet format or structure, finding and collecting the information needed as the contents of the booklet, managing the information, arranging the information according to the format of the booklet, editing and printing the booklet. In addition, the writer used four data collection methods: observation, interview, documents, and audio-visual materials.

The booklet contains complete information about Aldy's Cemara Batik. The theme of the booklet cover is also attractive, such as the color contrast, design, and fonts. So, the reader would be interested to in reading the booklet. This booklet is suitable for direct sales or exhibitions.

The writer gets several benefits from writing this final project and making this booklet. The writer learned writing skills and translating skills. The writer has applied this ability in completing this final project. Besides that, the writer knows the history and information about Aldy's Cemara Batik from this final project.