

## SUMMARY

**Making a Booklet as Promotional Media of Yoko Batik Tampo Banyuwangi**, Shinta Puji Rahayu, F31201175, 2023, 32 Pages, English Study Program, Politeknik Negeri Jember, Fitri Wijayanti, S.Pd., M.Pd. (Supervisor).

This final project entitled "Making a Booklet as Promotional Media of Yoko Batik Tampo Banyuwangi". The purpose of this final project was to promote and introduce Yoko Batik Tampo Banyuwangi batik home industry to the public. The writer created a booklet as one of the ways to promote Yoko Batik Tampo Banyuwangi. The booklet was made using Indonesian and English versions, and used designs and images that can attract buyers to buy products at Yoko Batik Tampo Banyuwangi. The writer used seven steps to create the booklet, namely creating the title and subtitle of the booklet, creating a format or structure, finding and gathering the information needed, processing the information, compiling information, editing and printing a booklet. The first was creating the title and subtitle of the booklet. The writer first submitted the title to the supervisor and owner entitled "The charm of batik culture at Yoko Batik Tampo Banyuwangi" for approval. The supervisor and owner approved the title that had been submitted by the writer. The second was creating a booklet format or structure. The booklet was made into 3 parts, namely opening, body (main content) and closing. The booklet was made according to the format of A5 landscape paper size 15 x 21 cm with attractive and appropriate colors. The third was finding and gathering the information needed. The writer collected information using four stages namely observation, interview, document, and audio visual material. The fourth was processing the information. At this step, the writer processed the information obtained from the results of the data collection method. The writer selected the right information to be included in the content of the booklet. The writer also created a script to facilitate the making of the booklet. Fifth was compiling information. At this stage, the writer arranged or adjusted the parts of the script into the appropriate layout or page. The sixth was editing. In the editing step, the writer gave the script that had been approved by the supervisor

and owner to the editor. In addition, the writer also provided images related to Yoko Batik Tampo Banyuwangi as design material. The writer explained again that the booklet is made using Indonesian and English, and uses A5 landscape paper size so that no errors occur when making the layout. Then, the editor started to create the layout using Adobe InDesign and Adobe Photoshop applications. The last step was printing a booklet. After the writer and supervisor approved the booklet, the writer gave the soft file of the booklet to the examiner as an exam material. Then, after the exam, the writer revised the result of the examiner's feedback with the editor. The writer then printed the booklet using A5 landscape paper size of 15 x 21 cm into 2 booklets. The booklets were given to the owner of Yoko Batik Tampo Banyuwangi and to the English study program. In addition, the writer also provided an e-booklet to the owner of Yoko Batik Tampo Banyuwangi. In working on the final project, the writer got an obstacle when searching for data, namely the owner of Yoko Batik Tampo Banyuwangi answered the message a little longer so that the writer was a little late in doing the final project.