

## SUMMARY

**Making a Booklet as a Promotional Medium of Gubyab Batik Banyuwangi**, Bela Hapy Mira, F31200768, 2023, 56 pages, English Study Program, Politeknik Negeri Jember, Asep Samsudin, S.Pd, M.Li (Supervisor).

This is the final project report titled “Making a Booklet as a Promotional Medium of Gubyab Batik Banyuwangi”. Based on preliminary study conducted by the writer in Maret 2023, the writer made this final project to fulfill the need for promotional media for this home industry that was previously unavailable. The owner of Gubyab Batik Banyuwangi explained that he introduced his batik products through offline and online activity. The offline store is located at the owner's house in JL. KH. Moh Tohir, Sidotentrem, Yosomulyo, Gambiran, Banyuwangi, East Java, where there is a small gallery and a batik production site. Meanwhile online store, the owner has two social media accounts namely Instagram (@gubyab\_official) and Facebook (Hotimlimok) both accounts are still active at this time. The Instagram account of GubyabBatik, has several photos of batik products displayed with a brief explanation of the product and the price of the product has not been written down. While the Facebook account also displays some of the products for sale and some batik production activities by the owner, and there are also the owner's personal activities. The owner also introduces the batik industry and its products directly through exhibition activities in Banyuwangi. The exhibition like a Banyuwangi Batik Festival which is attended by local and foreign tourists. However, the owner told the writer that it was difficult for him to introduce his product to foreign tourists because of the language barrier. Based on the condition above, the writer will make bilingual promotional media in the form of a booklet and e-booklet about Gubyab Batik Banyuwangi. The printed booklet can be used for exhibitions and e-booklet will be uploaded on Gubyab Batik social media.

In the data collecting process, the writer collected the data through interview, observation, documents and audio-visual material. Those data are then used as content in a booklet. The booklet is divided into three parts; introduction, body,

and closing. The introduction consists of the front cover, the title of the booklet, and the table of contents. The second is the body (main content), which consists of the history of Gubyab Batik, the batik motif, kinds of products, prices, visitors education activities, testimonials, and the event that Gubyab Batik participated. The last part is the back cover, which consists of the contact person, address, and copyright.

The booklet was made using the step by Diri and Marlina (2019) which consists of, analyzing needs, product planning, producing, and testing the product. The writer prints the booklet using glossy paper with a length of 21 x 15 cm. In finishing this final project, the writer faced several challenges. First, in making the design the writer did not understand the design application used, so the writer hired a designer to help him design the booklet. Second, the writer had a problem with the owner, the owner often misunderstanding when the writer asked for information about his industry. For example, the writer asked about the history of Gubyab Batik, but the owner tells things that are not related to the history of the industri. The writer hopes this bilingual booklet as a promotion media can help the owner of Gubyab Batik Banyuwangi to promote their product not only to local customers but also to foreign customers. The writer also hopes that this final project can be used as a reference for students in the English department especially those who will be conducting similar final project.