

SUMMARY

Making a Booklet to Promote Rangsang Batik Sae Lumajang. Rully Dwi Jayanti, F31200103, 31 pages, English Study Program, Politeknik Negeri Jember, Renata Kenanga Rinda, S.Pd., M.Pd. (Supervisor)

This is the final report for the "Making a Booklet to Promote Rangsang Batik Sae Lumajang" project, named "The Uniqueness of Rangsang Batik Sae Lumajang". Based on a preliminary study conducted by the writer in Yosowilangun, the writer made this final project to solve the owner's problems in promoting their products and the booklet used to promote them. The owner needs a booklet about Rangsang Batik Sae Lumajang to introduce and make it easier for local and foreign visitors to find the Rangsang Batik Sae Lumajang industry even though Rangsang Batik Sae Lumajang is located in a village.

In making the booklet as promotional media of Rangsang Batik Sae Lumajang, the writer did four methods of collecting data. They are interviews, observation, documents, and audio-visual material. This booklet is divided into three parts: opening, content and closing. The opening consists of cover, table of content, foreword, overview, and history. The content provides types of batik in a gallery, the batik motifs, the product prices, and the uniqueness of Rangsang Batik Sae Lumajang. The closing provides the testimonials, the events, contact person, the information about the location of Rangsang Batik Sae Lumajang, the location is also listed on the barcode, visitors can directly scan the barcode to find out the place of Rangsang Batik Sae Lumajang via Google Maps, and also the logo of Politeknik Negeri Jember.

While working on this final project, the writer found some problems while making the script. There were many grammatical errors and incorrect translations. The writer conducted consultation and guidance with the supervisor regarding some difficulties. Thus, the writer learned how to write good script and use correct sentence structures. The writer also sharpened her communication skills when conducting an

interview and observation to gain information about the booklet's content. This booklet will support and increase all visitors' intention to visit Rangsang Batik Sae Lumajang.