

## SUMMARY

**Making a Booklet as a Promotional Media of NEGI Batik Tulis Majapahit Mojokerto,** Amalia Nur Shufiyanti, F31200617, 2023, 48 pages, English Study Program, Politeknik Negeri Jember, Vigo Dewangga, S.S., M.Pd. (Supervisor).

NEGI Batik Tulis Majapahit, the location of the place is in Dinoyo Village, Jatirejo District, Mojokerto Regency, East Java. This batik home industry business was established in 2008 by the owner named, Mrs. Heni Yunina. The name “NEGI” stands for “*Nina Etnik Garment Indonesia*”, which is taken from the owner’s name. In promoting the batik product and home industry, the owner uses-social media, such as Facebook and Instagram. The owner rarely updates the products on Facebook, because the owner does not have employees to handle the social media. Therefore, the owner asked the writer to made an e-booklet to be uploaded on NEGI Batik Tulis Majapahit social media. Thus, the owner needs a booklet as promotional media that provides complete information about NEGI Batik Tulis Majapahit.

In this final assignment, the writer made a booklet entitled “ The Beauty of NEGI Batik Tulis, Majapahit Typical Batik from Mojokerto” as a promotional medium for NEGI Batik Tulis Majapahit. This booklet aims to promote products and increase product sales in local and international communities. In making this final project product as a batik promotional media, the writer used the data collection methods include interview, observation, documentation, and audio-visual materials. In addition, the writer used the four-step booklet making process include, the procedure includes analyzing the needs, product layout, production, and product trial result. This booklet used a bilingual version, namely Indonesian and English. The booklet’s contents are divided into three parts: an opening, body, and closing. This booklet provides information about the NEGI Batik Tulis Majapahit industrial house, such as about the industrial house, history, facilities, activities, products and prices, process making the batik, awards that have been won, office hours, social media, contact person, and location address. This booklet aims to showcase a range of products or services and attract local and international buyers. This booklet provides two versions, namely print booklet and e-booklet.

The writer also hopes that the results of his final project report can help the owner promote NEGI Batik Tulis Majapahit and can attract many visitors to visit this industrial house. In addition, the writer hopes this final project report can be used as a reference in making a similar final project report product, namely a booklet for students of the English Study Program.