

SUMMARY

Making a Booklet as Promotional Medium of Sekar Waru Batik Mayang Jember, Firda Zannatul Ilmi, F31201785, 2023, .45. Pages, English Study Program, Politeknik Negeri Jember, Cholimatus Zuhro S.Pd, M.Li. (Supervisor).

This final project report is entitled "Making a Booklet as Promotional Medium of Sekar Waru Batik Mayang Jember." The project was done because Sekar Waru Batik needs promotional media that is easy to bring and distribute to customers when holding exhibitions or participating in certain events. Because of that, the writer helped the owner of Sekar Waru Batik to make a promotional booklet for the home industry of Sekar Waru Batik.

In making this final project, the writer collected data to complete her final project. The writer did interviews, observations, documents, and audio-visual material. This booklet consists of three parts. The first part is the opening, which contains the foreword, table of content, overview, and history. The second part is the main content that contains the kinds of batik, batik motifs, the process of making batik, the kind of fabric, kinds of product, and price. The last part is the closing, which contains achievements, customer testimonials, contact person, and map location. In designing the booklet, the writer used application canva. The writer made the booklet in size of 15 x 21 cm, approximately 20 pages, and used art paper for the printed booklet. The title of the booklet is "The Fabulous Art of Sekar Waru Batik." The product in this final project was in the form of a booklet made in a bilingual version of Bahasa Indonesia in English.

In conclusion, the writer had several suggestions for the owner of Sekar Waru Batik and the English Study Program. For the owner of Sekar Waru Batik, The writer suggested increasing the quality of promotional media for his batik home industry to attract visitors. Then, for English Study Program, the writer suggested adding more detailed materials in the Computer course about picture editing because the skill of editing is needed by the students who conduct the final project on making printed media like a booklet.