

SUMMARY

Making a Booklet as a Promotional Medium of Batik Satrio Manah Tulungagung, Siti Aliya, F31201409, 2022, 48 Pages, English Study Program, Politeknik Negeri Jember, Yuslaili Ningsih, S.Pd., M.Pd. (Supervisor).

The purpose of this final project is to make a booklet as a promotional media of Batik Satrio Manah. The booklet provided information about Batik Satrio Manah. The owner of Batik Satrio Manah wanted to show his products not only to local people but also to those from other countries who attended the batik events. He said that he required the booklet created in a bilingual version, English and Bahasa Indonesia as a new promotional media for Batik Satrio Manah to promote and to give comprehensive information of his batik products both to local and foreign customers.

In making this booklet the writer used seven steps. They were determining the title and sub-title of the booklet, creating a booklet structure or format, finding and gathering information, processing the information, compiling the information according to the booklet, designing and editing, and printing the booklet. The writer used four methods in order to collect the data needed for the content of the booklet. They were interview, observation, documents, and audiovisual materials. The writer observed the location, products and gallery batik in the observation method. In the document method, the writer collected the photos and other data existed from the batik gallery owner and internet. In the audiovisual material method, the writer is accompanied by a photographer to help her took several pictures. All the data collection put as the content of the booklet.

The writer faced many challenges while working on this final project. In making this booklet was not easy for the writer because the writer found several challenges in the process. The writer needed help to design the booklet, so the writer had to hire an editor and must learn how to create content by providing a good script.

While doing this final project, the writer learned several lessons such as translating and how to writing report and product script correctly. She understood that she needed guideline in order to prevent making several errors when writing

the report and making the product. The writer gets many benefits in doing this final project, such as improving writing skills, translation skills, and communication skills. In addition, the writer also get knowledge about Batik Satrio Manah.

In conclusion, the writer has several suggestions for the owner of Batik Satrio Manah and the English Study Program. The owner of Batik Satrio Manah can use a booklet created by the writer to promote products, display them in the gallery, and distribute them during events related to Batik. The e-booklet can be uploaded on the gallery's social media. For the English study program, providing more detailed computer course materials, especially in editing, will be useful for students in completing final projects and creating similar products.