

SUMMARY

Making A Booklet as A Promotional Media of Griya Batik Barata Jember, Faradila Alifthala Hani, NIM F31171767, 2020, 27 pages, English Study Program, Politeknik Negeri Jember, Yuslaili Ningsih, S. Pd., M. Pd (Supervisor).

This is the report of final project entitled “Making A Booklet as A Promotional Media of Griya Batik Barata Jember”. The project was made because of Griya Batik Barata was a home industry in Jember and they needed promotional media in the form of a booklet. In addition, they had difficulties in making the booklet and by using booklet, every people could know detail information about Griya Batik Barata.

In making this final project, the writer needed supporting data to complete this final project and the writer did interview, observation, documents, and audiovisual material. The booklet of Griya Batik Barata consisted of three parts. The first part was the overview of Griya Batik Barata, this overview told about Griya Batik Barata and its vision and mission. The second part was the content, this content explained about kinds of batik, process of making batik, motif of batik, product and the price, and also customers testimonies of Griya Batik Barata product. The last part was closing, in this part told about contact person and the addresse of Griya Batik Barata.

This booklet is made in bilingual version, English and Bahasa Indonesia. The size of booklet is 21 cm x 15 cm with landscape orientation. This booklet is made by using CorelDraw X7. The writer adapted steps from Ardhi (2013) for the procedure of making a booklet. There were determining the purpose of promotion, determining the target audience, determining the promotional media, budgeting, making a concept and producing.

In finishing the project, the writer found many difficulties and challenges. The writer felt difficult when writing the script content for booklet concept. The writer need to learn about how to write a good script for booklet. She also found difficulties in translation, especially in some terms that could not find in target language (English language) and the writer found many difficulties when creating

and editing her booklet. Therefore, the writer has hired editor to edit and design the booklet. It also needs extra cost of making the booklet. Furthermore, the writer has got the knowledge about batik information especially for Griya Batik Barata such as process of making batik and kinds of batik motifs that become the specialty of batik motifs created by Griya Batik Barata. Moreover, the writer's writing skill improved by making a concept for the booklet and translation by translating the script from Bahasa Indonesia into English.