

SUMMARY

Making a Booklet as Promotional Media of Selowaty Batik Probolinggo, Dimas Hidayatullah, NIM F31170640, Year 2020, 73 pages. Language, Communication and Tourism Department, Politeknik Negeri Jember, Asep Samsudin S.Pd., M.Li as the Supervisor of My Final Project.

Batik is cultural heritage which is highly valued as characteristic of Indonesia. It has existed since the ancient time and still well-utilized until nowadays. This is one of the aspects that significantly distinguishes Indonesia from other countries, especially in terms of cultural diversity. Therefore, it is totally crucial to promote and introduce about the indigenous heritage culture of Indonesia especially Batik products which are produced by many home industries spread across in many regions. One of the home industries that is participating in developing the cultural heritage of Indonesia is Selowaty Batik. Selowaty Batik is batik home industry which is located in Selogudig Kulon village, Pajarakan Sub district, Probolinggo regency. This home industry produces a variety of beautiful batik motifs. The motifs used are identical to the stones that refer to the meaning of village name as the place of batik production to date. Thus, the author decided to make a promotional media in form of booklet to assist the owner of Selowaty Batik in introducing and promoting the products.

The Booklet is presenting a complete information supported by interesting pictures about the history of Selowaty Batik, kinds of batik collection and the manufacturing processes. The content of the booklet also included of the achievements gained, the location and its operational time. The booklet was written in bilingual version, namely Bahasa and English. In fact, this booklet aimed to attract both of local and foreign customer interests to buy the products. In making the booklet, there were at least 6 procedures that the author used. Those were consisting of determining the purpose of promotion, determining the target audience, determining the promotional media, budgeting, making a concept and producing. Then, there were four supporting data that the author needs to complete this final project. There were interview, observation, documentation and audio-visual material.

Hopefully, the booklet is completely able to assist the owner of Selowaty Batik Probolinggo in promoting and introducing about its products. In addition, the product of this final project could essentially become a means for both of local and foreign customer circle in order to be able figuring out the complete information deal with batik home industry in Probolinggo especially Selowaty Batik.