

## SUMMARY

**Making A Promotional Booklet of Padepokan Seni Alang-Alang Kunitir, Banyuwangi Regency**, Eka Satiya Safitri, F31171006, 35 pages 2020, English Study Program, Politeknik Negeri Jember, Yusraili Ningsih, S.Pd., M.Pd. (Supervisor).

This is the report of the final project entitled “Making a Promotional Booklet of Padepokan Seni Alang-Alang Kunitir, Banyuwangi Regency”. The project was made because of Padepokan Seni Alang-Alang Kunitir is a dance studio in Banyuwangi, which is needed promotional medium in the form of a booklet. Due to, they had difficulties in making the booklet. By using booklet, the people could know more the detail information about Padepokan Seni Alang-Alang Kunitir and may attract them to visit the dance studio.

In making this final project, the writer needed supporting data to complete this final project and the writer did interview, observation, documentation, and audiovisual material. The booklet of Padepokan Seni Alang-Alang Kunitir consists of five parts. The first part of this booklet contains information about Padepokan Seni Alang-Alang Kunitir in general such as history and establishment of Padepokan Seni Alang-Alang Kunitir. The second part of this booklet mentions and explains about kinds of dance, typical dance, costumes and music instrument. In the third part, the writer shows photo gallery of Padepokan Seni Alang-Alang Kunitir. The fourth part is contact person. It consists of the contact person, address, and Facebook. In the fifth part, the writer shows detail location of Padepokan Seni Alang-Alang Kunitir.

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

In finishing this project, the writer found many difficulties and challenges. The writer found a problem when making script of the booklet. The writer needed to learn about how to write good script. Beside some problems in making the promotional booklet, the writer also got some advantages like she could improved her writing and translations skills, knowledge about *Padepokan Seni alang-alang kumitir*, and her computer skill.