

SUMMARY

Making A Booklet As Promotional Media Of Rezti's Batik Mboloe In Ambulu – Jember, Avika Prayesti Ermalia Sandy, F31171208, 2020, 26 Pages, English Study Program, Politeknik Negeri Jember, Cholimatus Zuhro, S.Pd., M.Li (Supervisor).

Batik is a craft that has high artistic value and has become a part of Indonesian culture (especially Java). The history of batik itself cannot be known with certainty starting from when and where because each region has a different history. Batik becomes the legacy of Indonesia's ancestors since time immemorial. Based on Phalam Batik (2015), at first, the batik clothes just worn by royal family clothes then now batik became popular as people's clothing, both women and men. In its development, the batik art was gradually imitated by the nearest people and later expanded into the work of women in their household to fill leisure time. Furthermore, the variety of shades and colors of batik are influenced by various foreign influences.

Nowadays, the Indonesia fashion world, especially batik has been popular. It is caused the motif of batik are created by the creative ideas of Indonesian batik artist. Many regions competing to create creative ideas and make new batik motifs that are identical to region, for example, batik nitik from Yogyakarta, batik singa barong from Bali, batik mega mendung from Cirebon, batik parang rusak from Solo, batik priyangan from Tasikmalaya. The motif of Jember batik created are the result of the creativity of local batik artist that will be characteristic of Jember. One of the best batik's maker is Rezti's Batik Mboloe.

Rezti's Batik Mboloe started his business in 2012 until now. To gather further information about batik Jember. The writer conducted a preliminary study by interviewing the owner of Rezti's Batik Mboloe in Ambulu – Jember. Based on the interview had been done the writer got information about the products of Rezti's Batik such as educational tour, batik sogan, mukena batik, taplak batik, batik uses natural dyes and batik uses synthetic dyes. Based on the

condition, the owner of Reztı's Batik Mboloe mentioned that they need specific promotional media to promote their product, which is Booklet, such has many benefits rather than other promotional media. Thus, the writer decided to make a booklet as a promotional medium for Reztı's Batik to provide complete information about Reztı Batik and attract customers. The booklet will be written in bilinguals, English for foreign tourists and Bahasa Indonesia for domestic tourists.

There were four data collecting methods used in this final project to collect the data. They were interview, observation, documents, and audiovisual material. The writer found many difficulties and challenges in finishing this project. The writer found a problem when making script of the booklet and designing the layout of booklet. The writer needed to learn about how to write a good script for the booklet. She also found a problem in choosing a correct diction and grammar that will be used in the sentences. So, the writer should think hard and need to study more to choose the best diction and the using of grammar for the script. Besides that, the writer does not have a good skill in editing. She needed to ask an editor to finish her project. This project gives some benefits for the writer. The writer improved her skill in writing the script of booklet, learnt the process of making batik in Reztı's Batik, and knew detail information of Reztı's Batik.