

SUMMARY

Designing a Booklet as a Promotional Medium of Green Art Eco Print Jombang, Nadia Aulina, F31211016, 2024, 26 pages, English Study Program, Politeknik Negeri Jember, Nodistya Septian Indrastana, S.S., S.Pd., M.Pd (Supervisor).

Green Art Eco Print is an eco print batik business that utilizes natural sources for dyes. Green Art Eco Print sells several kinds of eco print products such as cloth, bags, hats, shoes, furniture, etc. The owner needs additional promotional media to promote the products to local and foreign customers. Therefore, this final project aims to make additional bilingual promotional media for Green Art Eco Print in the form of a Booklet.

The Booklet entitled “The Creativity of Green Art Eco Print” is used for Green Art Eco Print to become additional bilingual promotional media. This booklet aims to help the owner to promote and attract potential customers to purchase the offered product with provided information related to the products. In completing this final project, the writer combined the steps of making a booklet used by Diri & Marlina (2019) and the last step of Agusti & Rahmah (2019) includes (a) analyzing the needs, (b) planning, (c) producing, (d) conducting trials, and (e) printing out. The booklet consists of three parts: opening, main content, and closing. In addition, in collecting the data, the writer applied the procedure from Cresswell (2012), Interviews, observation, documentation, and audiovisual material.

In completing this final project, the writer faces challenges. The first is related to word choice and grammar. The writer was confused about creating suitable words for writing the scripts and faced grammatical errors when translating the scripts From Indonesian to English. Second, the writer was struggling when combining the color pallets and elements to use in the booklet. Third, the writer found it hard to adjust the free time with the owner of Green Art Eco Print because the owner was so busy and the owner lived in a different city with the writer.

The conclusion of this final project was to make a bilingual promotional booklet

for Green Art Eco Print Jombang in English and Indonesian. The writer suggests the owner of Green Art Eco Print use the printed booklet as a tool in promoting products in exhibitions and use the electronic version to do online promoting. The writer also suggests the English study program to provide design classes so the students will easily apply the design skill in making their final project product.