

SUMMARY

Making a Booklet as a Promotional Medium of Kinnara Kinnari Batik Banyuwangi, Sintiya Amalia Ningrum, 2024, NIM F31210561, 34 pages, English Study Program, Politeknik Negeri Jember, Yusraili Ningsih, S.Pd., M.Pd. (Supervisor).

The title of this final project is “Making a Booklet as a Promotional Medium of Kinnara Kinnari Batik Banyuwangi.” It was created because Kinnara Kinnari Batik Banyuwangi needed a promotional media that was easy to distribute to customers during exhibitions, workshops, or other events, and served as a promotional tool for direct and focused on online sales. This promotional product is made in two bilingual versions, English and Indonesian, and contains complete information about Kinnara Kinnari Batik Banyuwangi. Based on the preliminary study conducted by the writer, the owner of Kinnara Kinnari Batik Banyuwangi needed additional promotional media to attract more customers and increase sales. To overcome this problem, the writer created promotional media in the form of booklet and e-booklet.

To complete this final project, the writer collected data about Kinnara Kinnari Batik Banyuwangi through interviews, observations, documents, and audio-visual materials. The data obtained was processed and compiled into a printed booklet and e-booklet. The booklet is divided into three parts: opening, content, and closing. The first part was the opening, which consisted of a cover, foreword, and table of contents. The second part was the content, which contains batik products made by Kinnara Kinnari Batik. The writer provided information in this section, including history, facilities, kinds of batik motifs, philosophy of batik motifs, specialties and batik price. The third section was the closing. The writer provided information about testimonials, contact person, location, copyright, and back cover in this section.

The writer used the procedure which had ever been implemented by Agusti & Rahmah (2019) in the process of making booklets, which included seven steps, namely Determining the Title and Subtitle of the Booklet, Creating a Booklet

Format or Structure, Searching and Collecting Information Needed for Booklet Contents, Processing Information, Organizing the Information According to Booklet Format, Designing and Editing the Booklet, and Printing the Booklet. The size of the product A5 size art paper (21 cm x 15 cm) with landscape orientation.

The writer faced several challenges during the completion of this final project. The first challenge was to organize and manage time efficiently to complete the project. The second challenge concerned communication and cooperation with the owner of Kinnara Kinnari Batik Banyuwangi. The third challenge was that the writer had difficulty writing the script due to confusion about grammar. In addition, the writer learned many lessons while completing this final project. The writer learned how to manage and utilize time efficiently to complete the final project well. The writer also learned to understand the guidelines well before writing the report as part of this final project. Lastly, the writer learned how important patience is when completing the final project.