

## SUMMARY

**Making a Booklet as a Promotional Medium of Batik Sembogem.** Eri Novia Kartikasari, NIM F31210719, 2024 English Study Program, Politeknik Negeri Jember, Renata Kenanga Rinda, S.Pd., M.Pd. (Supervisor).

The objective of the final project is to make a bilingual promotional booklet for the Sembogem Batik Home Industry. The writer conducted a preliminary study on August 6, 2023, by interviewing the owner. The owner Sembogen Batik Home Industry had difficulty in promoting their product. The promotional media they used is WhatsApp and Instagram. The promotional media was considered less effective because it lacks interesting content uploaded on their Instagram account and the information displayed is still incomplete.

Based on the above problems, the owner wanted promotional media that can be accessible by the targeted local and foreign customers in the form of printed and digital. The promotional media chosen is a booklet. Several steps was implemented based on research previously conducted by (Agusti & Rahmah, 2019), those are 1) determined the title and subtitle of the booklet, 2) creating a booklet format or structure, 3) searching and collecting data used for booklet content, 4) processing information arranging information according to the booklet format, 5) editing, and 6) printing the booklet.

The writer faced challenges in organizing information to keep it concise and comprehensive. In addition to having to filter and organize the content in order to still present informative information without making the booklet difficult to read, the writer also ensures the use of language that is easy to understand by the target audience but still interesting and persuasive. Not only that, attention to details such as layout, page numbering, and compatibility of images with text are also important to ensure the booklet looks attractive and professional.