

SUMMARY

Making a Booklet as a Promotional Medium of Daweea Batik Bondowoso, Aulia Ananda Putri, F31211323, 60 pages, Language, Communication, and Tourism Department, Politeknik Negeri Jember, Nila Susanti, S.S., M.Pd. (Supervisor).

This final project aimed to create a booklet as a promotional medium for Daweea Batik Bondowoso. Based on the preliminary study that the writer conducted, Daweea Batik Bondowoso needed promotional media that was easy to show customers and could increase sales. In this case, the writer decided to create promotional media in the form of booklets and e-booklets for Daweea Batik Bondowoso. The booklet was expected to help Daweea Batik Bondowoso reach a wider market and increase sales.

In this final project, the writer collected data about Daweea Batik Bondowoso through observations, interviews, documents, and audio-visual materials. The collected data results were processed to become the content of printed booklets and e-booklets. The booklet was divided into three parts: opening, main content, and closing. The writer adopted the procedure for making booklets proposed by Agusti & Rahmah (2019). Based on the previous study by Agusti & Rahmah, there are seven steps to making a booklet: deciding the title and subtitle, making the format or structure of the booklet, finding and gathering information, processing the information, arranging the information according to the booklet format, creating the booklet design and editing, and printing the booklet. The writer used A5 size (14.8 cm x 21 cm) for booklets with a landscape design.

The writer identified strengths and weaknesses in the produced product. The first strength of the booklet was that it contained more detailed and structured information, making it easier for people to understand the available information. Secondly, the booklet was presented in two languages, namely Indonesian and English. Thirdly, the booklet's attractive design and pictures could increase reader interest. Besides having strengths, this booklet also had weaknesses namely the booklet requires good care so that it is not easily damaged.