

SUMMARY

Making a Booklet as a Promotional Medium of Eco-print Batik Banyuwangi,
Diva Nur Aini Faizulita, F31211720, 2024, 24 Pages, English Study Program,
Politeknik Negeri Jember, Nanik Mariyati, S.Pd., M.Pd. (Supervisor).

The purpose of this final project is to create a booklet as a promotional medium for Eco-print Batik Banyuwangi. The booklet provides information about Eco-print Batik Banyuwangi. The owner of Eco-print Batik Banyuwangi wanted to show her products not only to the local community but also to people from other countries. She said she needed the booklet made in bilingual version, English and Indonesian, as a new promotional medium for Eco-print Batik Banyuwangi. It is hoped can promote and provide comprehensive information about her products to local and overseas consumers.

In making this booklet the writer used nine steps from Suryani (2023), they were (a) permission, (b) interview, (c) taking photo objects, (d) determining the theme and title of the booklet, (e) determining the font, (f) designing the booklet, (g) translation process, (h) booklet design and editing process, dan (i) printing the booklet. The writer used four methods from Creswell (2015) to collect the data needed for the booklet's content. They were observations, interviews, documents, and audio-visual materials. The writer observed three aspects of the object that were location, activities, and products. In the interviews, the writer asked the owner about Eco-print Batik Banyuwangi related to the motifs, types, procedures, price, facilities, activities, awards, and contact person. In the method of the document, the writer collected the photos and other data from the owner of Eco-print Batik Banyuwangi's social media and the internet. The writer visited Eco-print Batik Banyuwangi to take some pictures with the camera. All the data collection was as the content of the booklet.

There were some challenges that the writer faced when working on this final project. Making this booklet was not easy for the writer because she did not have special skills in graphic design, so the writer could not create an aesthetic layout. The writer needed help to design the booklet, so the writer had to hire an editor and had to learn how to create content by providing a good script. While

working on this final project, the writer learned several lessons such as how to make a script, to translate, to make a booklet and to finish the final reports correctly. The writer understood that she needed guidelines to avoid mistakes when writing reports and making products. The writer gained many benefits in doing this final project, such as improving her writing skills, translation skills, and communication skills.

In conclusion, the writer has some suggestions for the owner of Eco-print Batik Banyuwangi and the English Study Program. The owner of Eco-print Batik Banyuwangi can utilize the booklet produced by the writer to promote the product and distribute it at events related to Eco-print Batik Banyuwangi. The e-booklet can be uploaded on social media. For the English study program, it needs to provide more detailed computer course materials, especially for editing skill. It is useful for students in completing their final project.