

SUMMARY

Making A Promotional Booklet of Rolla Batik, Jember Regency, Siti Sofiatun Najah, F31170804, 2020, 51 pages, English Study Program, Politeknik Negeri Jember, Enik Rukiati, S.Pd., M.Pd, (Supervisor).

This is the report of the final project entitled “Making a Promotional Booklet of Rolla Batik, Patrang Subdistrikt, Jember Regency”. The project was made because of Rolla Batik needed promotional media in the form of a booklet. Every people could know detail information about Rolla Batik from the booklet that writer made.

In making this final project, the writer needed data to complete this final project and the writer did interview, observation, documentation, and audiovisual material. The booklet of Batik Rolla consisted of five parts. The first part of this booklet contained the information about Rolla Batik in general such as history of Rolla Batik Jember. The second part of this booklet mentioned and explained about the product, the techniques of making batik, and other product with the prices. In the third part of this booklet, the writer showed the photo of the gallery and the workshop in Rolla Batik. In the fourth, the writer mentioned the contact person of Rolla Batik, it consisted of the contact person, address, Facebook fans page, Instagram, and website page. In the fifth, the writer showed the detail information of location Rolla Batik Jember based on Google Maps.

This booklet was made written in bilingual, Bahasa Indonesia and English. The size of booklet was 21 centimeters x 29,7 centimeters by using CorelDraw X7. The writer adapted steps from Ardhi (2013) for the procedures of making booklet. There were determining the purpose of promotion, determining the target audience, determining the promotional media, budgeting, making a concept, and producing.

In finishing this booklet, the writer had some problems when making the script and the booklet. For the script the writer confused and difficulties of choosing a correct diction that will be used in the sentence. The writer needed to

learn how to write a good script for the booklet. The writer tried to write script of booklet. Meanwhile for the booklet, the writer got some feedback from the supervisor such as the font of the sentence, the layout, and the position of the picture. The writer tried to improve all of it as best as possible. In addition, the writer also learnt how to make batik and knew the detail information of Rolla Batik especially kinds and motifs produced by Rolla Batik.

After making this final project, the writer has several suggestions for the owner of Rolla Batik and the English study program of Politeknik Negeri Jember. For the owner of Rolla Batik must be active in promoting his product by a booklet in bilingual version that can be used to promote the product of Rolla Batik for the customers who directly come to the Rolla Batik or when Rolla Batik participated in some events like batik exhibition or other events. Meanwhile for English Study Program of Politeknik Negeri Jember should add more detailed materials in the Computer course about picture editing using Software, such as Corel Draw, Photoshop, and other related applications. The skill of editing is needed by the students who conduct the final project on making a printed media like booklet.