

## SUMMARY

**Making a Bilingual E-Catalog to Promote the Product of Batik Bambu Mujur in Lumajang**, Devicha Margaretha Letherus Rosadi, 2025, NIM F31211069, 42 pages, English Study Program, Politeknik Negeri Jember, Adriadi Novawan, S. Pd., M.Ed. (Supervisor).

This final project report presents the product titled "Making a Bilingual E-Catalog to Promote the Product of Batik Bambu Mujur in Lumajang." The e-catalog serves as a promotional medium that effectively showcases the unique motifs of Batik Bambu Mujur. This bilingual resource, available in both Indonesian and English, aims to enhance product visibility and appeal to a wider audience.

In making this final project, the writer took several steps to collect data: observation, interviews, documents, and audio-visual materials. The e-catalog content consists of 4 parts: cover pages, introduction, the product, and back pages. The cover pages contain a front cover that displays the title of the e-catalog, the brand logo, and a photo. The introduction section includes a foreword and a table of contents. In the product section, the writer provides information about the description of each motif batik in Batik Bambu Mujur, including technical specifications and customer services. Lastly, the back pages contain contact information and addresses with barcodes.

In developing the e-catalog, the writer employed the ADDIE design model adapted from Peterson (2003). This model involves five key stages: analysis, design, development, implementation, and evaluation. The e-catalog was created in portrait orientation with 25 product motifs with elegant and colorful images.

The results of this activity included text and images that were then inserted into the e-catalog template provided. In the process, the writer worked with an editor to design the layout of the e-catalog. In addition, the writer set the flipbook as the e-catalog format for Batik Bambu Mujur's promotional media.