

SUMMARY

Making a Booklet as a Promotional Medium of Batik Tempe Beji Batu City,
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Batik is an Indonesian cultural heritage recognized by UNESCO since 2009, is not only an art form but also a symbol of national identity and tradition. Batu City, known for its natural beauty and tourism, also harbors unique local wisdom in the form of batik, especially in Beji Village, Junrejo Sub-district. One of the remarkable expressions of this local wisdom is Batik Tempe Beji, commonly called Bateji, was established in 2021 by local women and features distinctive motifs combining tempe with other traditional elements. Bateji represents the creativity and identity of Beji Village, using natural dyes and motifs that reflect the values and myths of the local community.

Despite being active on social media and online marketplaces, Batik Tempe Beji's promotional efforts were found to be suboptimal, lacking detailed information about product collections, motif variations, and customer testimonials. The owner also expressed the need for both print and digital promotional materials to support exhibitions and reach broader markets. Responding to these challenges, the writer made a bilingual booklet as a promotional medium, namely in Indonesian and English, to provide comprehensive information and expand market reach both domestically and internationally.

The booklet was developed through several data collection methods, namely observation, interviews, documentation, and audio-visual material collection. The writer followed the booklet-making flow with the Design Thinking concept proposed by Rijali and Islam (2024). This concept includes several stages, including empathize, define, ideate, prototype, and test. The final product is available in both print and electronic forms. The printed booklet is distributed at

the Batik Tempe Beji location, while the e-booklet is shared via official social media accounts.

The strengths of this project include its ability to present detailed and attractive information about Batik Tempe Beji, support for bilingual communication to reach wider audiences, and the opportunity for the writer to apply and develop skills in translation, editing, and design. Challenges encountered included ensuring the accuracy and appeal of bilingual content and aligning the design with the owner's expectations. The booklet is expected to benefit the owner by enhancing promotional activities, assist customers in understanding Batik Tempe Beji, and serve as a reference for other students interested in developing promotional media.

In conclusion, this final project successfully produced a bilingual booklet titled "Carving Creativity into Every Fiber of Fabric; The Artistic Innovation of Batik Tempe Beji", aimed at attracting consumer interest and increasing sales of Batik Tempe Beji, a batik business in Batu known for its tempe motifs and other innovative designs. The booklet is divided into three sections, covering an introduction, detailed information on history, motifs, products, techniques and production processes, services, and pricing, as well as a closing section featuring events, achievements, testimonials, contact details, and copyright information. The process of creating this booklet provided the writer with valuable experience in communication, creativity, and time management, overcoming challenges through adaptive solutions to produce an informative and engaging product with a bilingual design and unique visual concept. It is expected to expand both domestic and international market reach and serve as a reference for students of the English Study Program.