

SUMMARY

Making a Booklet as a Promotional Medium for Nisfi Batik Sumberjambe, Adelia Nur Qur'any, F31222390, 2025, 30 pages, English Study Program, Politeknik Negeri Jember, Alfi Hidayatu Miqawati, S.Pd., M.Pd. (Supervisor).

The purpose of this final project was to make a booklet as a promotional medium for Nisfi Batik Sumberjambe in the form of a printed and electronic booklet in a bilingual version. The booklet provided detailed information and aimed to attract customers to buy products from Nisfi Batik Sumberjambe.

In making a booklet for Nisfi Batik Sumberjambe, the writer used the procedure from Agusti and Rahmah (2019). They were determining the title and subtitle of the booklet, creating a booklet structure and format, searching and collecting information, information management, organizing information in a booklet format, editing the booklet, and printing the booklet. In the first step, she created the title and subtitle of the booklet. After that, she discussed it with the owner of Nisfi Batik Sumberjambe and her supervisor. In the second step, she created the structure and format of the booklet. The booklet was designed in a landscape orientation on A5 paper, with a structured layout consisting of three main sections: introduction, body, and closing.

The third step focused on searching and collecting information. She collected data using Creswell's (2012) methods: observations (with an observation sheet), interviews (with Nisfi Batik Sumberjambe's owner), documents (product photos, logos, customer testimonials, and location details from social media and Google), and audiovisual materials (photos of batik-making techniques, products related to the tools and materials to making batik, and awards). The fourth step was information management. She processed the collected data into a booklet script in Bahasa Indonesia, then translated it into English after incorporating feedback from her supervisor and the owner. The fifth step was organizing information in a booklet format involved structuring the content into a booklet draft. The sixth step was editing the booklet. She designed the booklet using

Photoshop and Canva, then revised it based on input from her supervisor and the owner. The final step was printing the booklet in A5 landscape format after approval from the owner and her supervisor. After the exam, she refined the booklet based on the feedback from the examiners and distributed hard copies to the owner of Nisfi Batik Sumberjambe and the English Study Program, along with digital versions (JPG & PDF) to the owner.

The writer faced various challenges in completing this final project, including difficulties in managing time when revising the report. The owner's busy schedule also caused the process of taking product photos and making batik to be delayed. In addition, making the booklet in two languages must be done carefully, so several consultations with her supervisor were needed to revise the language and content.

There are several lessons that the writer learned while working on this final project. These included effective time management, thoroughness in report preparation and product creation, as well as improved skills in writing and editing the booklet using Canva.

In conclusion, the writer has several suggestions for the owner of Nisfi Batik Sumberjambe and the English Study Program. The owner of Nisfi Batik Sumberjambe should improve digital marketing efforts by consistently updating social media with high-quality content, including photos, videos, as well as sharing customer testimonials, can increase attractiveness and reach a lot of customers. Meanwhile, the English Study Program should enhance practical training in video editing, photo editing, and graphic design to equip graduates with in demand skills for various professions.