

## SUMMARY

**Making A Booklet and E-Booklet as A New Promotional Media for UD Kayu Mas**, Ersu Sauqi, F31221198, 2025, 29 Pages, English Study Program, Politeknik Negeri Jember, Alfi Hidayatu Miqawati, S.Pd., M.Pd. (Supervisor).

The purpose of this final project is to help promote the products of UD Kayu Mas, a percussion musical instrument manufacturer located in Balung Kulon Village, Jember, East Java. The company was established in 1992 and has been producing and exporting handmade musical instruments such as *djembe*, *tambourine*, *dangdut drum*, *bass*, and *jidor* since 2002. However, its promotion efforts are still limited, relying only on words of mouth and reviews on Google Maps. Based on the owner's need for more effective promotional media, the writer created a bilingual booklet (English and Bahasa Indonesia) in two formats: printed and electronic. The printed booklet is intended for direct promotion during exhibitions or to walk-in visitors, while the electronic booklet can be distributed through various digital platforms such as WhatsApp, Email, Google Meet, and Zoom when the owner conducts a meeting with foreign customers.

In making the booklet, the writer followed seven steps as adopted from Agusti and Rahmah (2019). They were determining the title and subtitle, creating a booklet format, collecting relevant information, processing the information, compiling information, booklet design, and printing the booklet. The data collecting methods involved observation, interview, document, audiovisual materials.

The writer faced several challenges in completing this final project, including time management during data collection, script writing, translation, and design. Coordinating with busy owners for interviews also required patience and flexibility. Creating a bilingual booklet required careful editing and multiple consultations with the supervisor to ensure accuracy and coherence in both languages.

Through this project, the writer learned the importance of clear planning, time management, and collaboration. Valuable skills were gained in content

creation, Canva design, and translation. The writer also improved in professional communication and transformed raw data into engaging promotional media.

In conclusion, the writer had several suggestions for improvement. The owner of UD Kayu Mas is encouraged to optimize the use of the booklet for promotion and consider developing other media like a company profile video or website. The English Study Program is advised to offer more practical training in design and editing to ease final project work and equip students with in-demand professional skills.