

SUMMARY

Making a Booklet as a Promotional Media for Griya Batik Notonegoro, Syiva Nabila Putri Adinata, F31222372, 2025, 31 pages, English Study Program, Politeknik Negeri Jember, Nanik Mariyati, S.Pd., M.Pd. (Supervisor).

The final project was conducted with the purpose of creating a booklet as a promotional medium for Griya Batik Notonegoro with title “Exploring the Charm Diversity of Griya Batik Notonegoro” and was developed in two languages, using both Indonesian and English. The use of bilingual language is intended to reach a wider audience, not only from domestic people but also from abroad. The booklet was created in two formats, printed booklet and e-booklet, so that it can be accessed more easily by various people.

To complete this project, the writer used four data collecting methods based on Creswell (2012), namely observation, interviews, documents, and audiovisual materials. Meanwhile, the booklet creation process followed seven steps from Agusti and Rahmah (2019), such as determine the title of the booklet, making the booklet structure, searching and collecting information for booklet content, processing information, compiling information according to booklet structure, creating and editing booklet design, and printing booklet. The printed version of the booklet used art paper with a landscape layout.

In completing this final project, the writer faced several challenges. One of them was writing the report in English, especially in terms of grammar. During the design process, the writer also needed to find many references from the internet to get ideas and inspiration. Even though there were some difficulties, the writer learned several important things such as how to manage time better, how to write a report properly, and how to improve design skills to make an interesting booklet for readers.