

SUMMARY

Making a Booklet as a Promotional Medium of Pendawi Batik Genteng Banyuwangi, Haikal Duta Devvarel, F31222630, 2025, 40 Pages, English Study Program, Politeknik Negeri Jember, Titik Ismailia, S.Pd., M.Pd. (Supervisor)

This final project entitled "Making a Booklet as a Promotional Medium of Pendawi Batik Genteng Banyuwangi" was conducted to help promote Pendawi Batik Genteng, a local batik home industry located in Banyuwangi, East Java. The primary purpose of this project was to create a bilingual promotional booklet in both Indonesian and English that presents a comprehensive and engaging overview of the batik business. Through this medium, Pendawi Batik Genteng is expected to gain wider exposure and reach potential customers, both domestically and internationally.

The data collected were then processed and developed into booklet content. The content development process followed the procedural framework adapted from Agusti and Rahmah (2019), which consists of seven key steps determining the title and subtitle of the booklet, designing the structure and layout format, gathering supporting information, processing and analyzing the data, arranging the content into a clear script, editing and finalizing the layout using design software, and printing and distributing the final product.

The visual layout of the booklet was created using Canva Pro, a professional graphic design tool. In terms of visual identity, the booklet adopted cream as the dominant color based on the preference of the batik business owner because it symbolizes harmony, natural beauty, and elegance, qualities that align with the brand image of Pendawi Batik Genteng. Additional earthy tones such as deep brown, beige, and gray were also used to complement the overall traditional theme. For typography, TAN Nimbus was used for the titles to reflect elegance and tradition, while Maragsa and Poppins, were used for the text to ensure readability and modern appeal.

This final project not only provides a useful promotional medium for Pendawi Batik Genteng, but also serves as a platform for the writer to apply academic knowledge in translation, content development, visual communication, and design. It reflects the integration of language skills, creativity, and professionalism in real-world project execution.