

SUMMARY

Making a Booklet as a Promotional Media of Redsoga Ecoprint Batu City,
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The existence of batik in Indonesia has developed into a significant cultural heritage that holds deep symbolic meaning. Therefore, batik has value ancestral heritage. Batik is very widespread in Indonesia. Each region has its own unique motifs in batik, reflecting the local culture, traditions, and natural environment. While the techniques such as *batik tulis*, *batik ikat*, *batik cap*, and ecoprint may be similar across regions, the distinctive patterns and designs make each region's batik special and recognizable. Ecoprint is fabric colouring techniques using natural materials such as leaves, flowers, and plant roots. Redsoga Ecoprint Batu City, a home industry specializing in eco-friendly production using natural elements such as leaves, flowers, and bark. The owner of Redsoga Ecoprint identified a need for additional promotional media to introduce their products more effectively to local and international customers.

The writer designed a booklet entitled "The Art of Earth: Exploring Redsoga Ecoprint" as a printed and digital tool to enhance the business's outreach through exhibitions and social media platforms. The booklet comprises 30 pages and includes essential information such as the history of Redsoga Ecoprint, vision and mission, types and prices of products, process of making ecoprint, exhibition activities, awards achieved, testimonials from visitors, and contact details. It was written in both English and Indonesian, formatted in an A5 landscape layout, and designed using Canva Pro for a clean, nature-inspired aesthetic that aligns with Redsoga's branding.

To complete this project, the writer applied the seven-step method which includes, determining the title and subtitles, structuring the format, collecting and processing data, arranging the information, editing, and printing. In collecting data,

the writer utilized qualitative research approach—through observation, interviews with the owner, analysis of documents, and audiovisual materials gathered from the studio and exhibitions.

The writer faced several challenges during production, including limited design experience, difficulty in matching aesthetic elements, and coordinating with the owner due to differing schedules. Additionally, translating content into English while maintaining professionalism and cultural nuance posed linguistic challenges. However, these obstacles were addressed through repeated revisions, supervision guidance, and collaborative feedback from Redsoga Ecoprint staff.

In conclusion, the bilingual booklet serves as a practical and informative medium to promote Redsoga Ecoprint Batu City both offline and online. The writer recommends that the owner utilize the booklet actively in exhibitions and gallery interactions, and suggests that the English Study Program provide multimedia design classes integrated with AI editing tools to empower future students in producing quality final project products independently. This final project not only strengthens Redsoga Ecoprint brand identity but also contributes to sustainable cultural tourism and academic innovation.