SUMMARY

Making a Booklet as a Promotional Medium for Gallery Batik Bhumi Langit Banyuwangi, Siti Nur Laila, F31222431, 2025, 30 Pages, English Study Program, Politeknik Negeri Jember, Nanik Mariyati, S.Pd., M.Pd. (Supervisor).

This final project aimed to create a booklet as a promotional medium for Batik Bhumi Langit Banyuwangi. The booklet was designed to help introduce the batik business to a wider audience, both local and international. The idea to make a bilingual booklet (in Indonesian and English) came directly from the business owner, hoping that it could reach more people through both printed and digital versions.

To make this booklet, the writer followed the steps from Agusti & Rahmah (2019), which include: (a) deciding the title and subtitles, (b) making the booklet format or structure, (c) searching and collecting information, (d) processing the information, (e) organizing the content based on the booklet format, (f) designing and editing the booklet, and (g) printing the final version. In addition, the writer used four data collection methods from Cresswell (2015), namely observation, interview, document, and audio-visual material. These methods were used to collect information about the location, activities, and products in Batik Bhumi Langit.

During the process, the writer faced some challenges. One of them was the difficulty in getting documentation of the *canting* (waxing) process because it was not being done at the time of the visit. The writer also struggled with taking and editing photos and designing the layout because of a lack of graphic design skills. However, the writer completed all parts of the project independently by learning from references and applying feedback from the supervisor and the business owner.

Through this project, the writer learned many things, such as how to write content, translate it into English, and design a visual product for promotion. In the end, the writer gave some suggestions. For the business owner, this booklet can be used during exhibitions or tourism visits to promote the business. The digital version can

also be uploaded on social media for easier access. For the English study program, it is recommended to provide more training in design or visual editing skills to support students in completing their final projects more effectively.