

SUMMARY

Creating a Bilingual Booklet as a Promotional Medium of Tegar Batik Home Industry, Intan Della Puspita, F31220516, 2025, 68 pages, English Study Program, Politeknik Negeri Jember, Adriadi Novawan, S.Pd., M.Ed. (Supervisor).

The final project involves creating a digital booklet as a promotional medium that provides details about the promotion of Tegar Batik products. Tegar Batik is a home industry specializing in batik production, located in Karanganyar Village, Tegal Ampel District, Bondowoso Regency, East Java. The name “Tegar” has a meaning: the spirit of resilience, the spirit of struggle, and the courage of the workshop members, especially those from vulnerable groups such as people with disabilities, in creating and empowering themselves through batik.

The writer adopted a Design Thinking approach to develop the digital booklet, following the five steps outlined by Novawan et al. (2024). These steps include Empathize, Define, Ideate, Prototype, and Test. Additionally, the writer utilized four methods by Creswell and Creswell (2018) for data collection: Observations, Interviews, Documents, and Audio-visual Materials, which contributed to the content of the final project.

During the project, several challenges arose while designing the digital booklet, particularly in aligning the pictures with the overall design and selecting elements and colors that fit the theme. Additionally, the writer focused on ensuring the content was easily understandable for customers. Throughout this final project, the writer gained valuable experience using the Canva Premium application for design and the Heyzine website to convert the booklet into a digital format. Furthermore, the writer improved her skills in emotional management and time management during the design process and successfully wrote the report.

In this final assignment, the writer made a booklet entitled “Batik Tegar: A Masterpiece of Resilient Heart” as a promotional medium for Tegar Batik. The booklet’s contents are divided into three parts: an introduction, content, and a closing. This booklet is bilingual, meaning it contains information in both Indonesian and English versions. There are three parts to the booklet such as

introduction, content, and closing. This booklet contains approximately 20 pages and is A5 size in portrait format, printed in full colour. Both printed and digital versions use glossy paper.

This booklet aims to promote products and increase product sales in local and international communities. The writer also hopes that the results of his final project report can help the owner promote Tegar Batik and attract many visitors to visit this industrial house. In addition, the writer hopes this final project report can be used as a reference in making a similar final project report product, namely a booklet for students of the English Study Program.