

SUMMARY

Making Booklet As a Promotional Medium of CV KUPU Sutera Pasuruan,
Fiisyatil Kamila, F31230584, 2025, 29 Pages, English Study Program, Politeknik
Negeri Jember, Suyik Binarkaheni, S.Pd., M.Li. (Supervisor).

This final project was conducted at CV KUPU Sutera Pasuruan, a creative business engaged in silkworm cultivation and the production of silk-based fashion products. The main objective of this project was to develop a bilingual promotional booklet in Indonesian and English to support the company's promotional activities, provide more detailed product information, and expand its market reach. The need for the booklet was identified through discussions with the business owner, who expressed the need for a promotional medium that focuses more on product information and can be used by both domestic and international customers.

The booklet was developed through several stages, including needs analysis, data collection, design, verification, and testing. Data were collected through observation, interviews, documentation, and audiovisual methods to obtain comprehensive information about the company profile, products, production process, facilities, and business activities. The booklet was then designed using Canva and contains information about the company history, product descriptions, visitor activities, testimonials, price lists, contact information, and company location. Before finalization, the booklet was reviewed by the owner and supervisor to ensure the accuracy of the content and the quality of the language used.

During the implementation of this project, the writer faced challenges related to translation and communication during the editing process. However, these challenges were overcome through regular consultation and coordination with relevant parties. Through this final project, the writer gained valuable experience in communication, collaboration, translation, content writing, design, and promotional media development. Therefore, the bilingual booklet is expected to serve as an effective promotional medium that can help CV KUPU Sutera introduce its products to a wider audience and support the company's sales growth in both national and international market.