

SUMMARY

Making A Booklet as A Promotional Media of Sanggar Batik Magenda, Bondowoso, Shabrina Febby Setyohati, F31161646, 2019, 28 pages, English Study Program, Politeknik Negeri Jember, Siti Aisyiyah, S.Pd., M.Pd. (Supervisor).

This is the report of the final project entitled “Making A Booklet as A Promotional Media of Sanggar Batik Magenda, Bondowoso”. The project was made because of Sanggar Batik Magenda is a home industry in Bondowoso and they needed promotional media in the form of a booklet. In addition, they had difficulties in making the booklet and by using booklet, every people could know detail information about Sanggar Batik Magenda.

In making this final project, the writer needed supporting data to complete this final project and the writer did interview, observation, documents, and audiovisual material. The booklet of Sanggar Batik Magenda consisted of three parts. The first part of this booklet contained information about Sanggar Batik Magenda in general such as history and establishment of Sanggar Batik Magenda. The second part of this booklet mentioned and explained about kinds of batik products by manufacturing techniques, typical motifs, prices of the products and the last is showing the batik collection of Sanggar Batik Magenda. In the third part, the writer showed the customers’ testimonies of Sanggar Batik Magenda and the writer put contact person. It consisted of the phone number, Instagram account, address, and Facebook fans page.

This booklet was made written in bilingual, Bahasa Indonesia and English. The size of booklet was 21 centimeters x 14,8 centimeters by using CorelDraw X7. The writer adapted steps from Muslich (2007) as cited in Gustaning (2014), include content of the booklet, presentation, language and graphic. Meanwhile, the writer also adopts and apply the procedure of making a promotional media from Ardhi (2013) which is production. In finishing this project, the writer found many difficulties and challenges. The writer found difficulties when make the concept of the booklet

content script. The writer needed to learn from many references to write a good script. Furthermore, the writer got a knowledge about batik information especially for Sanggar Batik Magenda such as process of making batik and kinds of batik motifs that become the specialty of batik motifs produced by Sanggar Batik Magenda. Moreover, the writer's writing skill improved by making a concept for the booklet and bilingualism by translating the script from Indonesia to English.