

## SUMMARY

**Making a Bilingual Company Profile Booklet of Griya Batik Barata Banyuwangi,** Wilda Fiska Alhimni, F31230249, 2026, 58 pages, English Study Program, Politeknik Negeri Jember, Yuslaili Ningsih, S.Pd., M.Pd. (Supervisor).

The final project is a bilingual company profile booklet for Griya Batik Barata Banyuwangi. Griya Batik Barata Banyuwangi is a batik home industry that produces various batik products with unique local motifs. Although the company already uses social media for promotion, it does not have a promotional medium that clearly and attractively explain its business profile.

To solve this problem, the writer designed a bilingual company profile booklet in Indonesian and English entitled “Preserving Heritage, Embracing Culture.” The booklet was created in printed and digital formats. The booklet contained information about the company’s history, vision and mission, organizational structure, products, achievements, activities, partnership, customer testimonials, and contact details.

In completing this project, the writer applied several methods including interview, observation, document, and audio-visual material. The data were collected directly from the owner and the activities at Griya Batik Barata. The writer also followed the booklet procedures by Agusti and Rahmah (2019) starting from determining title and subtitles of the booklet, creating a booklet format or structure, searching and collecting data used for booklet content, processing and filtering information, arranging information according to the booklet format, editing and printing the booklet.

During the production process, the writer faced several challenges, such as limited design skills, grammatical difficulties in translating the content English, and arranging information into a concise format. However, these challenges were solved through revision, guidance from supervisor, and collaboration with owner and editor.