

SUMMARY

Making a Booklet as a Promotional Medium of Batik Darmo Yogyakarta,
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Indonesia is widely recognized for its rich cultural heritage. Among its regions, Yogyakarta is known for preserving its cultural heritage through batik. One of the local businesses that contributes to this cultural preservation is Batik Darmo Yogyakarta. It offers a range of batik products and courses that can attract both local and international customers. However, the business currently uses a single promotional flyer. As a result, potential customers receive limited information, thus limiting its promotional reach to a broader audience. Therefore, this final project aimed to develop a bilingual promotional booklet that is more effective for Batik Darmo.

In creating this booklet, the writer adopted the steps from Agusti & Rahmah (2019), which include (a) determining the title and subtitle (b) making the format and structure (c) finding and collecting the information (d) processing the information (e) organizing the information (f) designing and editing the booklet (g) printing the booklet. Furthermore, the writer applied four data collection methods proposed by Creswell (2014), including interviews, observations, documents, and audio-visual materials. The resulting booklet with the title “The Art of Batik Darmo” was developed in both printed and digital formats using an earth-tone theme. It contains information about Batik Darmo, including its history, vision and mission, products, batik-making process, motif philosophy, pricing information, exhibition activities, visitor testimonials, online platforms, and location.

Throughout the final project, the writer faced two challenges. First, the writer had difficulties in developing suitable design concepts for the booklet. Second, the writer struggled with writing skills, including the ability to arrange clear and effective sentences in English. However, these challenges encourage the writer