

SUMMARY

Making a Booklet as a Promotional Medium of Batik Karimata Jember,
Amanda Diva Aprilliana, F31232260, 2026, 76 pages, English Study Program,
Politeknik Negeri Jember, Asep Samsudin S.Pd, M.Li (Supervisor).

Batik Karimata is a local batik business in Jember that offers various batik products and services. However, its promotional activities were still limited and had not optimally reached wider markets, especially international customers. Therefore, a bilingual promotional booklet was developed as a solution to help introduce Batik Karimata to a broader audience.

The development of the booklet was supported by theories related to promotional media, booklets, visual communication, branding, and bilingualism. The booklet development procedure proposed by Safitri and Prananta (2022) was used as the main reference because it provides systematic steps that are suitable for developing promotional media.

The final project resulted in a bilingual promotional booklet entitled *The Beauty of Batik Karimata*. Data were collected through observation, interviews, documentation, and visual materials. The booklet was developed through five stages: analyzing needs, identifying and collecting data, making and designing the booklet, verifying the booklet, and testing the booklet.

The collected data provided information about Batik Karimata's history, products, services, motifs, prices, and collaborations. Based on these findings, the writer designed and developed a bilingual booklet in Indonesian and English. After revisions from the owner and supervisor, the booklet was verified and tested with respondents. The results showed that the booklet was considered informative, attractive, easy to understand, and effective as a promotional medium.

The bilingual promotional booklet was successfully developed to support Batik Karimata's promotional activities and expand its market reach. The booklet can be used in both printed and digital formats to introduce the business to local and international customers. To maximize its benefits, Batik Karimata is

encouraged to utilize the booklet in exhibitions, direct marketing activities, and online promotional channels.