

SUMMARY

Making A Booklet as A Promotional Medium of Ijen Batik Bondowoso, Elish Thania Firdhaush, F31230916, 2026, 34 Pages, English Study Program, Politeknik Negeri Jember, Alfi Hidayatu Miqawati, S.Pd., M.Pd. (Supervisor).

This is the report of the final project entitled “Making a Booklet as a Promotional Medium of Ijen Batik Bondowoso”. The purpose of this final project is to promote the products of Ijen Batik Bondowoso. Before making the booklet, Ijen Batik Bondowoso had already used several promotional media to market its products. They had utilized word-of-mouth promotion, social media, and a website. However, these promotional media have not yet provided comprehensive information about the company, products, services, and facilities. Therefore, additional promotional media are needed to support its marketing activities. Based on the owner's need for more effective promotional media, the writer created a bilingual booklet (English and Bahasa Indonesia) in two formats: printed and electronic. The printed booklet provides detailed information about the company and its products for walk-in customers, event participants, and potential customers. Meanwhile, the e-booklet aims to provide comprehensive information to prospective customers through digital platforms, such as Instagram, Facebook, TikTok, WhatsApp, and website.

In making the booklet, the writer used the booklet-making procedure outlined by Mandal (2021). The procedure included identifying the purpose, determining the target audience, developing the content, using a booklet template, incorporating engaging media, focusing on branding, and publishing the booklet. In addition, the writer adapted one step from Rijali and Islam (2024), namely, testing to obtain user feedback. After creating the booklet, she shared a questionnaire via WhatsApp to test its practicality. Based on the test results, the booklet was considered practical to be used as a promotional medium.

During the completion of this final project, the writer encountered several challenges, such as arranging interview schedules with the owner, collecting

complete supporting documents and photographs, writing and translating the booklet content, and designing an attractive layout. The writer also had to revise the content several times based on feedback from the supervisor and the owner to ensure the accuracy and quality of the booklet.

Through this project, the writer learned the importance of effective planning, time management, and communication with stakeholders. The writer also improved skills in content writing, translation, Canva design, data collection, and promotional media development. Furthermore, the writer gained valuable experience in transforming business information into an informative and visually appealing booklet.