

REFERENCES

- Ardhina, S. W. (2024). Developing A Bilingual Website for CJDW Ceramics & Souvenirs as a Link to Connect to the Marketplace and Social Media. *Kohesi: Jurnal Sains dan Teknologi*. 91-100.
- Candra, M. F. 2022. Efektivitas Youtube sebagai Media Promosi Program Studi Ilmu Komunikasi Fisip Unpas. *Linimasa: Jurnal Ilmu Komunikasi*. 5(2). 231-236. <https://journal.unpas.ac.id/index.php/linimasa/article/view/5683>
- Creswell, J. W., & Creswell, J. D. 2018. *Research Design Qualitative, Quantitative, and Mixed Methods Approaches (fifth edition)*. California: SAGE Publications, Inc.
- Ernawati, A. 2022. Media Promosi Kesehatan untuk Meningkatkan Pengetahuan Ibu tentang Stunting. *Jurnal Litbang: Media Informasi Penelitian, Pengembangan dan IPTEK*, <https://doi.org/10.33658/jl.v18i2.324>
- Heaton, M. (2025, March 22). Learn the benefits of booklets: The Power of Print. ExWhyZed. <https://exwhyzed.com/learn-the-benefits-of-booklets-the-power-of-print/>
- Imama, D. D., Irianti, A. H. S., & Kusumawardani, H. (2024). Exploration Study of Contemporary Batik Motif at the Handayani Community Learning Center Kemirian Village Tamanan District Bondowoso Regency. *International Journal of Multidisciplinary: Applied Business and Education Research*, 5(4), 1448-1467. <https://doi.org/10.11594/ijmaber.05.04.29>
- Nengsih, D. A. W., Nikmah, M. A., & Aqidah, W. (2025). Peran Industri Batik Dewi Rengganis dalam Mendorong Pertumbuhan Ekonomi Lokal Kabupaten Probolinggo. *RIGGS: Journal of Artificial Intelligence and Digital Business*, 4(2), 2271-2277. <https://doi.org/10.31004/riggs.v4i2.846>
- Nila, S. F., & Octavitri, Y. (2021). Bilingual Beauty Product Text on Social Media: Translation Methods and Affecting Factors. *The Proceedings of English Language Teaching, Literature, and Translation (ELTLT)*, 10, 84–89.
- Purwanto, N. (2009). Prinsip-Prinsip dan Teknik Evaluasi Pengajaran [*The Principles and Techniques of Teaching Evaluation*]. Bandung: Remaja Rosdakarya.
- Rijali, A. P., & Islam, M. A. (2024). Perancangan Booklet sebagai Media Promosi Kampoeng Kopi Banaran. *BARIK-Jurnal S1 Desain Komunikasi Visual*, 6(2), 66-78. <https://doi.org/10.26740/jdkv.v6i2.63263>

- Rosantika, P. M., Fatona, G., Juwito, R. S., Sari, R., Pratimi, M., & Pratama, A. Y. (2025). Perancangan Desain Booklet sebagai Media Promosi dan Informasi Program Studi Arsitektur Fakultas Teknik Universitas Muhammadiyah Bengkulu. *Jurnal Gembira: Pengabdian Kepada Masyarakat*, 3(01), 283-288. <https://gembirapkm.my.id/index.php/jurnal/article/view/887>
- Safitri, A. D., July, J. W., Heri, H. I., & Vania, V. A. (2024). Kontribusi Ekonomi Islam dalam Pembangunan Ekonomi Nasional. *Journal of Economics and Business*, 2(1), 144-154. <https://doi.org/10.61994/econis.v2i1.469>
- Sahara, S. F., & Arief, A. M. R. (2020). Pelaksanaan Promosi melalui Media Cetak Brosur pada Obyek Wisata Balai Kerapatan Tinggi Kabupaten Siak (Doctoral dissertation, Riau University).
- Sugiyono. (2010). Metode Penelitian Pendidikan: Pendekatan Kuantitatif, Kualitatif, dan R&D [*Educational Research Methods: Quantitative, Qualitative and R&D Approaches*]. Bandung: Alfabeta.
- Widagdo, J., Ismail, A. I., & binti Alwi, A. (2021, December). Study of the Function, Meaning, and Shape of Indonesian Batik from Time to Time. In *ICON ARCCADE 2021: The 2nd International Conference on Art, Craft, Culture and Design (ICON-ARCCADE 2021)* (pp. 1-7). Atlantis Press.
- Widiastuti, F., Erida, E., Setiawati, R., Yuniarti, Y., & Hendriyaldi, H. (2024). Batik Sebagai Identitas Lokal: Mengangkat Kembali Motif-Motif Khas Daerah untuk Peningkatan Nilai Jual Melalui Peningkatan Mutu dan Inovasi Motif Batik Khas Pangkal Babu. *Jurnal Pengabdian Masyarakat: Pemberdayaan, Inovasi dan Perubahan*, 4(6).