

SUMMARY

Making a Booklet as a Promotional Medium of Farah Handcraft, Avelina Qanitah Salsabilah, F31232263, 2026, 53 Pages, English Study Program, Language, Communication, and Tourism Department, Politeknik Negeri Jember, Dr. Siti Aisyiyah, S.Pd., M.Pd. (Supervisor)

The final project was conducted to create a bilingual booklet as a promotional medium for Farah Handcraft Jember. The booklet was developed to help the business provide more detailed information about its products and support its marketing activities. The booklet was designed in both English and Indonesian to reach a wider audience, including local and international customers.

Farah Handcraft is a handmade craft business established in 2023 that produces handmade products such as macramé bags, canvas bags, bag chains, keychains, and wall decorations. Although the business has promoted its products through social media platforms, the promotional content mainly consists of photos and simple videos with limited product information. Therefore, a booklet was considered an appropriate promotional medium to provide more comprehensive information about the business and its products.

To collect the necessary data, the writer used observation, interviews, documents, and audiovisual materials. The booklet was created by applying the procedure proposed by Agusti and Rahmah (2019), which consists of seven steps: deciding the title, creating the booklet structure, collecting information, processing the information, arranging the content, editing, and printing the booklet.

The final product is a 24 pages bilingual booklet entitled “The Charm of Farah Handcraft.” The booklet contains information about the business history, products and prices, activities, customer testimonials, location, contact information, and social media accounts. Through this project, the writer improved skills in academic writing, translation, design, and project management. The booklet is expected to support Farah Handcraft in promoting its products, increasing customer interest, and introducing local handmade products to a wider audience.