

## SUMMARY

**Making a Booklet As A Promotional Medium For Batik Kertabumi Jember,**  
Adi Darmawan Maulana Akbar, F31231078, 2026. 33 pages, English Study  
Program, Politeknik Negeri Jember, Fitri Wijayanti, S. Pd., M. Pd. (Supervisor)

This final project aimed to create a bilingual promotional booklet titled "*The Hidden Gem of Batik Kertabumi Jember*" as a promotional medium for Batik Kertabumi Jember. This batik home industry located in Jalan Kertabumi II, Kaliwates, Jember. The booklet was developed as a promotional medium to introduce Batik Kertabumi products to a broader local and international audience through both printed and digital formats. The idea of producing a bilingual booklet was agreed upon together with the owner, Mr. Misbahudin, with the aim of reaching more customers through accessible and informative promotional medium.

To complete this booklet, the writer followed seven steps based on the procedure proposed by Agusti and Rahmah (2019), which are determining the title, making the booklet format or structure, searching and collecting information, processing the information, organizing the content according to the booklet format, designing and editing the booklet, and printing the final version. In addition, the writer used four data collection methods from Creswell (2012), namely observation, interview, document analysis, and audiovisual materials. Through these methods, the writer gathered information about the location, kinds of products, motifs and their philosophical meanings, the batik-making process, and the contact person of Batik Kertabumi Jember.

This booklet has several strengths, one of which is that it was created in a simple, accurate and well-structured way, making it easy for readers to understand the information presented. However, the booklet has its limitations: the writer is not good at choosing fonts or colour gradients and has limited design skills.

During the creation of this booklet, the writer faced challenges when the photos provided by the owner were often incomplete, and taking photos of the written batik process was difficult. However, through this experience, the writer took some of the photos in person and obtained additional photos from the owner social media accounts to complete the data needed for the booklet. The writer also asked the owner for directions and visited their homes to take the necessary photos. The writer hopes that this booklet will be useful for Batik Kertabumi as a promotional and informational medium for visitors.

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