

SUMMARY

Making a Booklet as a Promotional Medium for Batik SangNara Jember. Ita Lutfiah Prahesti, F31231044, 2026, 56 pages, English Study Program, Politeknik Negeri Jember, Supervisor: Vigo Dewangga, S.S., M.Pd.

This final project entitled **“Making a Booklet as a Promotional Medium for Batik SangNara Jember”**, produced a bilingual promotional booklet in Indonesian and English aimed to develop a promotional booklet as a marketing medium to introduce Batik SangNara Jember products to customers. Batik SangNara Jember located in Talangsari, Kaliwates, Jember.

The booklet present about Batik SangNara Jember, including history, types of batik, products and prices, the meaning of batik motifs, process of making batik, customers testimonials, and contact information. The information is presented in a concise and attractive manner to help readers better understand about Batik SangNara Jember products.

The final project began with data collection through observation, interviews, documentation, and audio visuals materials. The collected information was then selected and rewritten into concise. The booklet is designed in an A5 landscape format, combining informative text with attractive visuals to create an engaging and easy to understand promotional medium.

As the final product of this project, the booklet can be used during exhibitions, business events, and other activities. It is expected to help increase public awareness of Batik SangNara Jember, provide comprehensive information potential customers and support the company promotional efforts in expanding its market reach.