

SUMMARY

Making A Booklet as A Promotional Medium For Rezti's Batik Ambulu,
Farihah Afrih, F31231923, 2026, / 33 Pages, Language, Communication, and
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(Supervisor)

This final project was conducted to develop a bilingual booklet as a promotional medium for Rezti's Batik Ambulu, one of the pioneering batik production houses in South Jember. The booklet was created because the existing promotional media did not provide complete information about the company's products, educational programs, and other services. Therefore, a bilingual booklet was considered an appropriate promotional medium to provide comprehensive information for both local and international visitors.

The process of developing the booklet consisted of several stages, including identifying promotional problems, collecting data, observing the production process, writing and editing the manuscript, designing the booklet, reviewing the draft, and printing the final product. To obtain accurate information, the writer collected data through observation, interviews with the owner and the head of production, supporting documents, and audio-visual materials. The project was carried out at Rezti's Batik Ambulu, Ambulu, Jember, from January to July 2026.

Based on the collected data, the writer prepared the booklet in Indonesian and English. The content includes the company profile, history, kinds of batik, products, educational programs, achievements, facilities, contact information, and location. After the manuscript had been reviewed and revised, the booklet was designed using an attractive layout with original photographs to make the information clear, informative, and visually appealing.

The final product is a 23-page bilingual booklet in A5 vertical format. The booklet is available in printed form and is expected to support the promotional activities of Rezti's Batik Ambulu by providing complete and well-organized information for visitors and potential customers. In addition, the project enabled the

writer to improve writing, translation, communication, data collection, and promotional media development skills.

The writer concludes that the bilingual booklet can serve as an effective promotional medium for introducing Rezti's Batik Ambulu to a wider audience. The booklet not only provides detailed information about the company and its products but also promotes batik as an important Indonesian cultural heritage. It is expected that this booklet will help increase public awareness of Rezti's Batik Ambulu and support its promotional and educational activities in the future.