

SUMMARY

Making a Promotional Booklet of Tenggeran Batik Probolinggo, Erisa Wahyu Nurlaily, F31180217, 2021, 56 pages, English Study Program, Politeknik Negeri Jember, Nila Susanti S.S., M.Pd. (Supervisor).

“Making a Promotional Booklet of Tenggeran Batik Probolinggo” was the title of this final project which would help Tenggeran Batik in promoting its products. Tenggeran Batik does not have promotional media in the form of a booklet and the writer made a final project in the form of a booklet for Tenggeran Batik, the owner of Tenggeran Batik also needed booklets as a media for promoting his business. Besides, the owner had problems in making the booklet as a promotional media, and using the booklet can provide detailed information to visitors about Tenggeran Batik.

Supporting data was needed in the making of this final project, and to complete the data the writer took several steps: interview, observation, document, and audio-visual activity. The contents of the Tenggeran Batik booklet were information about the history of the establishment of Tenggeran Batik, the kinds of batik motifs produced in Tenggeran Batik and the meaning of batik, the most favorite and best-selling batik motifs, the batik techniques used by Tenggeran Batik, the fabric type, the making batik process, facilities, tools, and materials, the advantages from Tenggeran Batik, price list of batik fabric in Tenggeran Batik, photos of local and foreign visitors, available telephone or social media contacts, and maps.

The booklet was written in a bilingual version, Bahasa Indonesia and English. To make the booklet easy to bring, the size is 21 x 15 centimetres. The writer adapted steps from Ardhi (2013) for the procedures of making a booklet. There were determining the purpose of promotion, determining the target audience, determining the promotional media, budgeting, making a concept, and producing.

In finishing this project, the writer found many new things especially in terms of knowledge about batik and the writer knows the stages in making batik with good quality. Besides, the writer also improves skills such as writing and translating, in making this final project the writer was trained to make the correct script and translate it into English with correct grammar.