

SUMMARY

Making a Booklet as Promotional Media of Batik Tulis Canteng Koneng Sumenep, Lisa Sulistiawati, F31181057, 2021, 31 pages, English Study Program, Politeknik Negeri Jember, Suyik Binarkaheni, S.Pd., M.Li (Supervisor).

Batik Tulis Canteng Koneng is one of batik home industries in Indonesia that produces batik fabrics with a variety of brightly colored themes since 2011. This batik home industry located in Pangarangan Village, Sumenep Regency. Many foreign and domestic tourists were interested in the uniqueness colorful motif design of Batik Tulis Canteng Koneng's product. Based on preliminary study conducted by the writer in August 2020, the owner of this batik home industry stated that it only has several promotional media such as Instagram, Facebook and Whatsapp, which shows only pictures of the product without providing any further information on the subject. In response, the writer made a booklet as a promotional medium containing pictures, price list, and complete information about Batik Tulis Canteng Koneng Sumenep.

The writer chose the booklet because it has several advantages, the main advantage is it provides description of the product and completing with pictures related to Batik Tulis Canteng Koneng. So, reader can understand the contents of the booklet effectively. In making the product, the writer followed the theory from Cahyono. There are five steps adapted by the writer in making the booklet such as creative concept, content of booklet, color concept, layout style and binding.

The writer divided the booklet into three parts, the first part of this booklet is opening that explains the information and history of Batik Tulis Canteng Koneng as an overview. The second part is the main content of the booklet that includes kinds of batik produced, the availability of the motifs, price list, achievements, product superiorities and customer's testimonies. The last part shows the information about the contact person and location of Batik Tulis Canteng Koneng. The booklet was made in bilingual version using Bahasa Indonesia and English in

size of 15 x 21 cm. The design of the booklet was made using CorelDraw X7 application and was printed using art paper.

In finishing this final project, the writer found some problems, the writer could not design the booklet by herself, so the writer had to hire an editor. The writer also had a problem in writing the script both in Bahasa Indonesia and English version such as, miss typing, grammatical errors, language structure and misused some nouns. Besides encountering some problems during finishing this final project, the writer also got some benefits like she improves her English ability and learns many things about batik in Indonesia, especially Madurese Batik.