

## SUMMARY

**Making a Booklet as Promotional Media of Mardi Budoyo Art Studio Probolinggo**, Rani Permata Kasih, NIM F31180136, 2021, 23 pages, English Study Program, Politeknik Negeri Jember, Asep Samsudin, S.Pd., M.Li. (supervisor)

An art studio is a place where people learn, develop, and preserve art. One of art studios is *Mardi Budoyo* Art Studio Probolinggo which teaches some traditional dances and music. For the dances there are Reog Ponorogo dance, Jaran Bodhag dance, and Classical Javanese dance. While the traditional musical instruments are *gamelan jawa*, *gamelan reog*, and *gamelan kenong telok*.

*Mardi Budoyo* Art Studio only has one promotional media, that is a website. While the social media they use are Facebook, Instagram, and YouTube. However, the owner said that she needed printed media for promoting the place to local and international visitors. So, the owner received an offer from the writer to make promotional media in the form of booklet.

In making this final project, the writer needed supporting data to complete it, those are; interview, observation, documentation, and audio-visual material. In the interview, the writer got the information related to the history, vision and mission, activities, facilities, kinds of dances and musics traditional, achievements, testimonials, and contact person of *Mardi Budoyo* Art Studio. In the observation, the writer got the data about the activities that are usually carried out, the services offered, the facilities available and the location. In the documentation, the writer got some photos when the members of *Mardi Budoyo* performed. In the audio-visual material the writer took some picture related to their activities.

After getting the data, the writer started to make the booklet. The booklet was made in bilingual version, *Bahasa Indonesia* and English. This booklet is divided into three parts, they are opening, body and closing. In the opening, there are foreword, the history, also vision and mission. In the content, it gave

information about activities, facilities, kinds of traditional dances and music, achievements, and testimonials from several members of *Mardi Budoyo* Art Studio. In the last part, the writer provided the information about location, business contact and some social media of *Mardi Budoyo* Art Studio Probolinggo.

In completing this booklet, the writer found the difficulties and challenges. The writer has difficulties in grammar and cannot edit the booklet, so the writer used an application to check grammatical errors and hired someone to design the booklet. In addition, the writer has challenge about documentation while pandemic. The art studio rarely organizes or performs in any events. Moreover, the distance from Jember to Probolinggo is about 101 km for 2.5 hours by motorcycle.