

## SUMMARY

**Making a Booklet as Promotional Medium of Mantaka Batik Sumenep**, Widia Prastika, F31180335, 2021, 29 pages, English Study Program, Politeknik Negeri Jember, Adriadi Novawan S.Pd., M.Ed (Supervisor).

Mantaka Batik is one of batik home industries in Madura that produces batik with unique making process since 2017. This batik home industry is located in Talango Village, Sumenep Regency. Mantaka Batik Product is be fancied by foreign and domestic customers. Based on preliminary study conducted by the writer in August 2020, the owner of this batik home industry stated that way he promote his product only used his promotional media such as Instagram, Facebook and Whatsapp, which show only pictures of the product without providing any further information related to the object. Therefore, the writer made a booklet as a promotional medium containing pictures, price list, and complete information about Mantaka Batik 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 Mantaka Batik. So, reader can understand the contents of the booklet easily. The writer followed the theory from Diri and Marlina (2019). In making the product. Based on te theory, there are four steps such as analyzing the needs, data collecting, producing, and binding.

The writer divided the booklet into three parts, the first part of this booklet is opening that explains the history of Mantaka Batik. The second part is the main content of the booklet that includes kinds of batik, batik making process, kinds of colouring, batik motifs produced, and price list. The last part shows the information about the contact person and location of Mantaka. 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.