

SUMMARY

Making a Booklet as Promotional Media of Anisa Batik Warna Alam Banyuwangi, Dewi Maisaroh, F31180939, 2021, 27 pages, English Study Program, Politeknik Negeri Jember, Vigo Dewangga, S.S., M.Pd (Supervisor).

This is the report of the final project entitled “Making a Booklet as Promotional Media of Anisa Batik Warna Alam Banyuwangi”. The project was made because Anisa Batik Warna Alam needs a promotional media to promote its products. This promotional explains the products in more detail information and can make the product more popular and known. So that, the writer assisted the owner of Anisa Batik Warna Alam in promoting its products by making a promotional media in form of a booklet.

In making this final project, the writer needed supporting data to complete this final project. The writer did interview, observation, documents, and audio-visual material. The title of the booklet is “The Beauty Art of Anisa Batik Warna Alam”. This booklet consists of three parts: opening, content, and closing. The first part of this booklet is opening. In the opening part provides information about the history of Anisa Batik Warna Alam. The second part is content. In this part, the writer put some information related to the kinds of batik, the batik motifs, the other products that are produced, and the price of each product. And for the last part is closing. In this part, the writer put the information about some testimonies from the customer, the location of Anisa Batik Warna Alam, and contact person of Anisa Batik Warna Alam. This booklet was made in Bahasa Indonesia and English. The size of booklet is 15 cm x 21 cm and designed by Corel Draw X-7 application.

In making the booklet of Anisa Batik Warna Alam, the writer adapted the whole method from Ardianto and Purnama (2008) and also two methods from Ardhi (2013) theory to make the procedures more complete. The procedures are identifying the problem, determining the target audience, designing the concept, making the script, budgeting and producing.

In finishing this final project, the writer found some challenges. The writer was having challenges in making the script of the booklet. The writer should learn more about how to write a good script in Bahasa Indonesia by using formal language and also needed to learn more about how to translate a good script in English. The writer was having challenges in making the design. The writer could not design the booklet by herself so that the writer should hire an editor. The writer also had challenges in collecting data. Besides, the writer also got some advantages like improving her knowledge about batik Industry in Indonesia and increasing her English skills.