

SUMMARY

Making a Promotional Media E-Booklet of Batik Ronggo Mukti Probolinggo in Bilingual Version (English and Bahasa Indonesia), Aninatul Baidiyah, NIM F31182000, 2021, 29 pages, English Study Program, Politeknik Negeri Jember, Adriadi Novawan, S.Pd., M.Ed (Supervisor).

The title of this final project is “Making a Promotional Media E-booklet of Batik Ronggo Mukti Probolinggo in Bilingual Version (English and Bahasa Indonesia)”. It was made to help Batik Ronggo Mukti promote the product and reach wider customers by giving complete information about Batik Ronggo Mukti because its available promotional media do not give complete information about the product and provide in Bahasa Indonesia only.

To make this final project the writer collected data about Batik Ronggo Mukti by doing an interview, observation, documents, and audio-visual. The result of these data was provided in the e-booklet. The e-booklet was divided into three parts. The first part was the overview and history, and vision and mission of Batik Ronggo Mukti. The second part was the content. It contained about kinds of batik, motifs, tools and materials, and the process of making batik, the products and services, and awards. The third part was a price list of the products and services offered, testimonies from the customers, location, and contact information. The product that the writer made is a bilingual e-booklet which is Bahasa Indonesia and English.

The writer adapted the steps from Ardhi for making the e-booklet. There were determining the purpose of promotion, determining the target audience, determining the promotional media, budgeting, making a concept, and producing. The size is 21 x 15 cm in landscape orientation. It was designed by using CorelDraw X7 and adobe illustration.

To finish the project, the writer got some difficulty while translating the script from Bahasa Indonesia into English. There were many grammatical errors and incorrect translations that the writer did. Therefore, the writer should learn more about how to translate well. Besides, the writer got benefit from making this project such as the writer could increase her insight about batik and marketing.