

SUMMARY

Making a Booklet as a Promotional Media for UD Pakem Sari Batik Jember, Subhanadif Akmal Bariq, NIM F31180237, 2021, 26 pages, English Study Program, Politeknik Negeri Jember, Cholimatus Zuhro, S.Pd, M.Li (Supervisor).

UD Pakem Sari Batik is a home industry, located in Sumber Pakem area, Sumber Jambe district, Jember Regency, East Java. This home industry has been established since 1935 which is managed by Mrs. Romla with 35 employees. UD Pakem Sari has its own batik motif, namely the tobacco motif. This motif is used not because it is aimless, this motif is used because Jember is known as a city that produces tobacco. UD Pakem Sari Batik also accept a request for different motifs besides tobacco motif, such as leaves, flower, and vegetables.

UD Pakem Sari promote their batik products from Instagram, and Whatsapp. Both social media still not enough to attract the customers. So, the owner of UD Pakem Sari Batik asked the writer to make another promotional media in the form of printed media.

In making this final project, the writer need to collect the data about UD Pakem Sari Batik. the writer used interview, observation, documentation, and audio-visual material to get the data. In the interview, the writer gets much information about the history of UD Pakem Sari, Batik price, motifs, and product. In the observation, the writer knows about the location, place, facilities, and the process of making Batik. In documentation the writer gets information about the media promotion they used those are Instagram and Whatsapp. And in the last method audio-visual material, the writer took some photos about the Batik product, and motifs.

After collecting the data, the writer starts to make the booklet. The booklet was made in bilingual version, English for foreign customers and bahasa Indonesia for local customers. The page of the booklet has 18 pages and contains 3 parts there are, opening, content, and closing.

In making this final project, the writer found some difficulties and challanges. The writer has difficulties in checking the grammar so the writer used

application namely Grammarly. The challenges are the writer need to write good script and making the design of the booklet. Besides that, the writer also gets some advantages when finishing this final project, like he can improve his English skill in writing, getting knowledge about batik Industry and can increase his computer skill.