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Title : Crating Promotional Bilingual Booklet of
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SUMMARY

This job training report is entitled "Creating Promotional Bilingual Booklet of Pringmas Batik Gallery", and it is written based on a job training activity on September 1 - December 1, 2023 at Gallery Batik Pringmas. This job training aims to create a new booklet that contains complete information as one of the promotional media, find out the problems and find solutions in making booklets as promotional media at Gallery Batik Pringmas. In doing this job training, the data is collected by observation method, interview and documentation.

The result of the job training is a bilingual booklet that contains detailed information about Pringmas batik gallery. The process of creating a booklet has several stages, including determining the booklet as promotional media, determining the content of the booklet, finding the information and data, composing the booklet, taking and choosing the photo, designing a booklet, editing process, and final drafting.

There are several obstacles in making booklets or during the documentation process such as products that are not ready to be photographed and lack of supporting equipment. There are several solutions to overcome these obstacles, such as finding a suitable angle to get a good photo and making the best use of the photo editing process so that the results look good.

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RINGKASAN

Laporan praktik kerja ini berjudul "Creating Promotional Bilingual Booklet of Pringmas Batik Gallery", kegiatan praktik kerja ini dilaksanakan pada 1 September - 1 Desember 2023 di Gallery Batik Pringmas. Praktik kerja ini bertujuan untuk membuat booklet baru yang berisi informasi yang lengkap sebagai salah satu media promosi, mengetahui masalah dan menemukan solusi dalam pembuatan booklet sebagai media promosi di Gallery Batik Pringmas. Dalam melakukan praktik kerja ini, data di kumpulkan dengan menggunakan metode observasi, metode wawancara dan metode dokumentasi.

Hasil dari praktik kerja magang ini adalah sebuah booklet dwi bahasa yang berisi informasi lengkap mengenai galeri batik Pringmas. Proses pembuatan booklet memiliki beberapa tahapan, antara lain menentukan booklet sebagai media promosi, menentukan isi booklet, mencari informasi dan data, menyusun booklet, mengambil dan memilih foto, mendesain booklet, proses editing, dan final drafting.

Terdapat beberapa kendala dalam membuat booklet atau saat proses dokumentasi seperti produk yang belum ready untuk di foto dan kurangnya peralatan yang mendukung. Namun, terdapat beberapa solusi untuk menghadapi kendala tersebut seperti mencari angel yang cocok untuk mendapatkan foto yang bagus dan memanfaatkan sebaik mungkin proses editing foto agar hasil terlihat bagus.