

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

This bilingual leaflet was made to help KUB Batik Pringmas promote its batik products globally. The process of making leaflet is carried out through several stages that must be pay attention to. The contents of this leaflet have been consulted with the chairperson of KUB Batik Pringmas and the final report supervisors. The consultation was regarding the contents of the leaflet, color selection, and design.

During the creation of the leaflet, there were several problems, namely lack of the design ideas, lack of photo material to use as a cover, limited ability to take product photos and several features in Canva were paid for. However, these problems can be overcome by looking for references for various interesting leaflet designs on the Pinterest application, using photos of the latest models using Pringmas batik products sent by Mrs. Iin to be used as a cover photo, take as many pictures as possible from various angles and buying Canva Premium.

B. Suggestions

There were several suggestions that can be given:

1. Promotion in audiovisual form is still limited, and there is still the opportunity to make promotional videos in English. This opportunity can be used for juniors or students who are interested for internship at KUB Batik Pringmas to help them become better known.
2. Some suggestions for KUB Batik Pringmas are that, first, KUB Batik Pringmas is expected to be able to be more consistent in promoting their products on social media and edit them as attractively as possible. This is to maintain consumers enthusiasm every time they see the product promotion. Second, the importance of communication between Pringmas members when there is an outing class so that there is no misunderstanding during the event.

3. The government pays attention to batik preservation, especially for batik galleries in remote areas so that its existence is maintained and does not become extinct

