

CHAPTER 1. INTRODUCTION

1.1 Background

Handicraft is a product which is made by using hand skills. According to Singh and Fatima (2015), handicraft is an art form which requires more manual work and less amount of machinery. Carving, sculpturing, painting, knitting, and weaving are the techniques in making handicraft (Rosdiana, 2018). Because it needs more of the work of hand skills, handicraft is usually produced by the help of craftsmanship at a home industry. Related to home industry, place that is well-known for its home industries is Balung Tutul.

Balung Tutul is a village in Jember and it is well-known for its home industries that produces handicraft. It is a center of home industry that produces handicraft which the amount of home industry is 969 home industries (Amlauni et al., 2018). Balung Tutul is also one of the most productive and potential villages in Indonesia that produce handicraft (Arifah, 2019). Prayer beads, bracelets, necklaces and keychains are popular handicraft products in Balung Tutul. One of home industries that produces those popular products is Ara Collection.

Ara Collection is a home industry. It is located in Balung Tutul, Jember. The products of Ara Collection are prayer beads, bracelets, necklaces and keychains which most of them are made from wood. Those products are produced manually using some techniques like carving and stringing up. Ara Collection's products are sold by promoting them through social media. Besides it, Ara Collection often joins exhibitions to sell their products.

To find out more information about how Ara Collection promoted its products, the writer conducted a preliminary study. Based on it, the writer got information that the owner promotes her products by using Instagram, Shopee, and joining exhibitions. Ara Collection had an Instagram account and Shopee account. They contained pictures of the products and it was completed with short description. Moreover, it had an organized layout. They posted pictures based on the kinds of handicraft. Their posted pictures look colorful.

Then, related in joining exhibitions, the owner said that there were local and international customers when joining exhibitions. For example, when Ara Collection joined an exhibition called Pameran Textile and Kerajinan UMKM in Jakarta. Usually, those customers, especially international customers needed clear information related to products before buying it. However, Ara Collection did not have a proper promotional media that could help her promoted the products by giving clear information related to home industry and its products. Ara Collection only had a leaflet. Therefore, information about Ara Collection's home industry and its product were not detailed. Furthermore, the leaflet was only written in *Bahasa Indonesia*. The possibility of international customers understood the content of it was pretty low.

Based on the problems, the writer decided to make a booklet because the owner needed a booklet that could give more information. The booklet was made in bilingual, *Bahasa Indonesia* and English. The purpose of this booklet was to help the owner promotes her product by giving more information about the home industry and its products. In addition, the booklet can be used as a promotional media of Ara Collection if she joins an exhibition.

1.2 Objective

The objective of this final project is to make a booklet as a promotional media of Ara Collection in Balung Tutul Jember. The booklet is to help the owner promotes her product by giving more information.

1.3 Significances

This final project is expected to give benefits to the following parties.

1.3.1. For the writer

The writer can apply her English skills in writing. Then, the writer also can develop her skill in translating when creating the content of the booklet. Besides it, the writer also can develop her computer skill in editing the booklet.

1.3.2. For the customers

The customers, especially international customers can get more information and reference about Ara Collection and its products.

1.3.3 For the owner of Ara Collection

The owner can give information about her home industry and its products through the booklet to get more customers, especially to attract the international customers.

1.3.3. For the students of English Study Program

The product and the report of this final project can be used as a reference for students of English Study Program who will conduct a final project, especially for those who want to make a booklet as promotional media.