

## **CHAPTER 1. INTRODUCTION**

This chapter described the background of the study, the objective, and the significance. The background contains general and specific information related to the home industry and promotion medium. The objective contains the purpose of making a promotion medium. The significance contains the benefit of the final project for the writer, the owner, the customers, and the student of the English Study Program.

### **1.1 Background**

Home industry is a topic commonly discussed in economics and tourisms. The government is actively promoting tourism by involving economics sector such as the existence of home industry itself. This can be seen from the support of each party to micro, small, and medium enterprises or “UMKM”. Prasetyo (2020) in the Journal of Asian Finance, Economics, and Business UMKM is a business known as a savior of the unemployment rate so that the economy can improve. The Indonesian Ministry of Finance stated that “UMKM” such as home industries can contribute to the National Gross Domestic Product (GDP) (<https://www.kemenkeu.go.id>, 2021). Then in the tourism sector, the home industry can create a tourist attraction through products formed from hobbies based on culture. Robiah (2018) stated based on the purpose of the development of industry in the future, tourism is not only a pleasure and a satisfaction but also a place to find daily income, including for home industry. One of home Industries that provide opportunity to develop economics and tourisms is Sapu Jagat home industry in Madiun.

Sapu Jagat home industry is a home-based business that produces products from bamboo. This home industry was located in Kebonsari, Madiun. The owner stated that this business was started in 2019. This home industry has potential because the products from Sapu Jagat home industry empower communities and gather customers from abroad and domestic. Sapu Jagat home industry not only established a business for individual interests but also empowered the community through students at Islamic Boarding Schools. Sapu Jagat home industry became

invited by one of the Indonesian channel television stations and became known by customers from outside the city and abroad after that. Regarding those contributions, the writer was interested in gathering information about promotion media that has been applied. In obtaining information about the existing promotion media, the writer conducted a preliminary study by offered some questions. The writer got information that Sapu Jagat home industry has been doing online and offline promotion. Online promotion consisted of two ways, promote by using social media such as Whatsapp and online shopping platform such as Shopee. While offline promotion was carried out by joining exhibitions both national and international.

The first was social media promotion. The owner promoted the products through Whatsapp. However, this method was not routinely uploaded, and limited access to contacts meaning that this promotion medium was less used to support promotions because it only reached certain people or less accessed to a broad audience. The second promotion was an online shopping platform such as Shopee (D'Bambu Store). This platform did not have progress for Bamboo Sapu Jagat home industry because the owner and employees do not have enough ability to develop promotion medium through current media such as website and Instagram, so it is less progression, such as a small number of followers and less attractive. Meanwhile, offline promotion was conducted by participating in national and international exhibitions.

The owner continued that he had a strong influence through the exhibitions, such as invited in a well-known television in this country. This progress did not last long due to the pandemic that made the owner temporarily close production. However, a pandemic is a temporary phenomenon that can end anytime.

Therefore, the owner was preparing to face a new normal. The owner of Sapu Jagat home industry expressed his desire to continue promoting this business through the new promotion medium, which was able to put information about Sapu Jagat home industry. The owner hopes that by having a new promotion

medium, Sapu Jagat home industry can be reintroduced to the public after the postponement due to the pandemic.

Based on the problems faced by the owner of the Sapu Jagat home industry, the writer proposed a promotion medium in the form of a printed and electronic booklet. The booklet as a promotion medium was related to the condition of the Sapu Jagat home industry. The booklet was chosen because it was based on the data obtained from the interview. Sapu Jagat home industry had not been able to develop promotion. The only promotion medium still being worked on was the Shopee platform. Therefore, the writer made a printed and electronic booklet (e-booklet) as a promotion medium.

A printed booklet was used as a medium for disseminating information directly to the customers when interacting at exhibitions and other special occasions. Moreover, the electronic booklet was used to facilitate access and harmonize with the public on the current technology and placed on the Shopee platform. The booklet was making in two languages, Indonesian and English version.

## **1.2 Objective**

The objective of this final project is to make a booklet as promotion medium to assist the owner in promoting bamboo products. It helps customers and other parties find out information about the home industry and the products.

## **1.3 Significances**

Related to the explanation of objective above, the significances of this final project are:

### **1.3.1 For the writer**

The writer improves her language skill writing (to write the contents of booklet), increases translating ability from Indonesian to English (to write a script of the booklet in two languages), such as informative and demonstrative speech adapted to the Indonesian language, and Secretarial which the writer arranged schedules related to the projects in a directed manner.

### 1.3.2 For the owner of Sapu Jagat home industry

The products of this project were printed and electronic booklet used by the owner to promote their products both offline and online.

### 1.3.3 For the customers

The customers got information related to the Home Industry and the products.

### 1.3.4 For the student of The English Study Program

The students of The English Study Program used this final project as their references for conducting similar projects related to make a booklet as promotion medium.