

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is one of the countries with sizeable agrarian land. According to the Food Sustainability Index (FSI) in 2017, Indonesia ranked 25 with good agriculture in ASEAN. In addition, Indonesia started many innovations in the agriculture system, such as Eco Farming. One of the cities in Indonesia that has been implementing innovative agriculture, such as eco farming is Batu city, at Bumi Tani Sawahrojo.

Bumi Tani Sawahrojo is a tourism place in Batu that applies eco farming and provides a fresh agro market, especially for organic vegetables. Amani and Pringadi (2009) illustrate that eco farming is the management agriculture system that utilizes ecological and biodiversity. Bumi Tani Sawahrojo was established in 2020 for two main reasons. The first reason is, inappropriate the Mayor's Batu policy in 2017 that implemented the city as a *smart city* that focuses on the agriculture sector, and the second reason is that the founders of Bumi Tani Sawahrojo noticed the condition of youth as increasingly uninterested in the agriculture sector and Bumi Tani Sawahrojo arises to support youths to interested in preserving farming culture.

The product of Bumi Tani Sawahrojo is organic vegetables in pots, vegetables, and fruits, Tabulampot (tanaman buah dalam pot) or in english fruit plants in pottery, hydroponic vegetables, and healthy culinary foods.

Based on the result of the preliminary study, Bumi Tani Sawahrojo has some promotional media such as Instagram with the name (@bumi_tani_sawahrojo) with 286 followers, Facebook (@sawahrojo) has followers 43, and a Website in page (<http://sawahrojo.com>). All the promotional media owned by Bumi Tani Sawahrojo used to share the activities in Bumi Tani Sawahrojo. In addition, Bumi Tani Sawahrojo collaborates in marketing with BTM. *Batu Tourism Mall (BTM)* is a building managed by Batu Tourism Department that provides information about the tourism place in Batu.

Bumi Tani Sawahrojo also has problems with promotions. First, the Instagram and Facebook accounts have relatively few followers. Second, every promotional media needs more promotion and information about products and their price. Third, the website pages sometimes have errors. Forth, Bumi Tani Sawahrojo wants to fulfill the need for promotional media for Batu Tourism Mall, and last, the founders of Bumi Tani Sawahrojo want to expand the market internationally. So the writer offers to the founders Bumi Tani Sawahrojo to make promotional media in the form of printed and E-booklet in bilingual, to solve the problem in Bumi Tani Sawahrojo. The booklet has advantages such as it can reach out to all market targets directly, the booklet also can reach all generations.

1.2 Objective

The objective of this final project is “Making a Booklet as Promotion Media Bumi Tani Sawahrojo Eco Farming Tourism Batu”.

1.3 Significances

1.3.1 The Writer

The writer gets some opportunities to apply the ability in English skills such as writing, especially in composing sentences and paragraphs as the booklet’s content. Furthermore, the writer also applies the knowledge about translation.

1.3.2 The reader

The customer gets complete information regarding unique tourism attractions with Eco farming nuances. The reader also gets updated information about Bumi Tani Sawahrojo as their reference to get a tourism destination in Batu.

1.3.3 The Founders of Bumi Tani Sawahrojo

The founders of Bumi Tani Sawahrojo get benefits such as more manageable for the founders to get closer to potential customers. This promotional booklet also increases the number of visitors to come to Bumi Tani Sawahrojo

1.3.4 The Students of the English Study Program

The students of the English Study Program use this final project as a reference for them in conducting the final project, especially in making promotional media in the form of a booklet for tourism destinations.