

## **CHAPTER 1. INTRODUCTION**

### **1.1 Background**

Creative economy is one of the sectors that are expected to force a sustainable national economy and emphasize adding value to things through humans and creativity (Munaf, 2019). He further explained that during a slowdown in global economic growth, the creative economy has also become the catalyst for the economic growth of Indonesia through the emergence of creative industries in most areas of Indonesia, including Banyuwangi. One of the creative industries developing in Banyuwangi is Barfin Project.

Barfin Project is a creative industry that mainly focuses on the field of fashion and beauty. It was established in 2013 and is located in Cluring, Banyuwangi, East Java. Banyuwangi is famous for its natural beauty and its regular global events such as Banyuwangi Ethno Carnival, Gandrung Sewu Festival, and Banyuwangi Batik Festival. These town attractions contribute to the number of domestic and foreign tourists visiting the town and joining its regular global events. The Barfin project event is closely related to the fashion and beauty industry. In the fashion sector, Barfin Project serves orders for wedding dresses, robes, and custom sewing. Meanwhile, in the beauty sector, Barfin Project serves make-up for weddings, carnivals, and others. In addition, the Barfin Project runs other business branches, such as photoshoot production, delivery making, and craft creation. This service is very creative, so it becomes one of the uniqueness of the Barfin Project and improves the sustainability of its business.

Based on the uniqueness and the potential of Barfin Project, the writer interested to gain more information about the business through a preliminary study. The writer conducted the preliminary study by interviewing the owner, focusing on the sales record and the existing promotional tools. The preliminary study results showed that Barfin Project mostly got customers from Banyuwangi and other areas in Indonesia. Then, the owner explained that she had experienced selling her fashion products to Malaysia. However, when the writer asked the owner how she got the customers from Malaysia, she said that it was by word-of-mouth promotion.

After getting information about the selling record, the writer inquired about the existing promotional tools. Then, the owner explained that Barfin Project uses three social media platforms to promote the business. They are an Instagram account (@Barfins\_project), a Facebook account (@BarfinMB), and a WhatsApp account (0812327653383). Barfin Project has actively created content to promote its products on the existing social media, but the content on the social media has not provided specific information about the kinds of products and services produced by Barfin Project. The owner stated that she needs an additional promotional medium that contains detailed information about the products and services produced by Barfin Project.

The results of the preliminary study indicated that Barfin Project needs to have an additional promotional medium that can present the whole information of its business products and services. In addition, Barfin Project also needs a promotional medium that can be used to expand its market reach. Rahmatih et al. (2018) stated that booklets can reach the market's appropriate direct target. Therefore, in this final project, the writer proposed to make a bilingual booklet to fulfill the needs. The bilingual booklet was made in two versions, printed and digital. The printed version used as a promotional medium for the walk-in customers, either in the gallery of Barfin Project or in future exhibitions it will join. Meanwhile, the digital version uploaded to Barfin Project's existing social media accounts.

## **1.2 Objective**

The objective of this final project is to make a printed and digital booklet as an additional promotional medium for Barfin Project Banyuwangi.

## **1.3 Significances**

### **1.3.1 The Writer**

The writer got some opportunities to apply the ability in English skills such as writing the content of the booklet and translating it from Indonesian into English.

### 1.3.2 The Customers

The booklet helps the customers to get comprehensive information about history, kind of product, kind of activity, and pricelist of Barfin Project easily.

### 1.3.3 The Owner of Barfin Project

The owner of Barfin Project will get benefits from the booklet because the booklet presents structured information about her business. It can be easier for the owner to reach potential customers through the information in a booklet.

### 1.3.4 The Students of English Study Program

The students of Politeknik Negeri Jember, particularly in the English Study Program, can use this final project as a reference for conducting their final projects.