

## CHAPTER 1. INTRODUCTION

In this first chapter, the author explains the background, objectives, and significance. In the background, the writer explains why the writer chose Jember Ketuts Art Gallery as a partner for his final project. The objective and significance explain the purpose and benefits.

### 1.1 Background

Art is a human work that expresses beauty, an expression of the soul and culture of its creator. In tourism, art is one of the elements in cultural development that can attract tourists. According to Kanzannudin (2011), traditional art in the realm of tourism is used as a tourist attraction. Tourism development always aims to promote traditional arts as a reliable tourism attraction. This is done because art is one of the many tourism products presented in the form of performances or traditional exhibitions of cultural value, which are offered to tourists to enjoy.

Jember is a regency in Indonesia with *pandalungan* culture. According to Grace and Susilo (2021), *pandalungan* culture has a myriad of arts and very interesting culture and worth to know as part of the cultural wealth in Indonesia. This is realized from the acculturation of Javanese and Madurese culture in Jember surrounding areas. It is undeniable that many artists and art activists were born and developed from Jember. However, as time goes by, the nuances of cultural arts in Jember and the sensitivity of the younger generation in particular are starting to diminish due to strong influences of foreign culture as a consequence of globalization. Because of that, the culture needs to be communicated and introducing art is a part of culture in Jember. Jember Ketuts Art Gallery can be the answer of this case. Jember Ketuts Art Gallery is one of the creative spaces for artists in Jember. This gallery also holds various kinds of educational activities and art exhibitions as well as art workshops to introduce Jember culture and disseminate art knowledge to all people.

In gathering information about Jember Ketuts Art Gallery, the author conducted a preliminary study by visiting the place and conducting interview with the manager of Jember Ketuts Art Gallery. From the information obtained by the author after conducting an interview with the gallery manager, Jember Ketuts Art Gallery only utilizes Instagram (@galeriketutsjember) as a promotional media with 403 followers. Jember Ketuts Art Gallery Instagram account shares various activities and events held by the gallery and various types of workshops held at this gallery. The gallery manager said that Jember Ketuts Art Gallery is an art gallery that has just been established so it needs wider promotion. Therefore, any means of promotional media are meaningful and important for the gallery.

The manager also said that this gallery was opened in 2008. At that time, the gallery only exhibited the works of the late I Ketut Sugama. In 2022 this gallery changed its concept to become an exhibition gallery. Therefore, the manager asked for promotional media that could introduce the new style and also inform what Jember Ketuts Art Gallery has. Based on the request of the gallery manager, the author offered promotional media in the form of booklet because it can accommodate comprehensive information in a short manner so that information can be conveyed efficiently

According to Putra (2016), booklet can contain information or explanations about a product, service, public facility, company profile, school or intended as an advertising medium. Therefore, booklets are the right promotional media to accommodate information that can explain the product in its entirety. In addition, the authors are skillful at designing promotional media, so the Jember Ketuts Art Gallery can provide advice in the process of making booklets at any time according to their wishes.

## **1.2 Objective**

The objective of this final project was to make a promotional booklet as a promotional media for Jember Ketuts Art Gallery.

### **1.3. Significances**

Based on the objective above the report and the product of this final project can give advantages to the following parties:

#### **1.3.1. For the Writer**

The writer could apply his writing skills in making a script and apply media development skill in developing promotional media of Jember Ketuts Art Gallery in form of booklet.

#### **1.3.2 For the Owner of Jember Ketuts Art Gallery.**

The owner of Jember Ketuts Art Gallery can use the product of this final project which is booklet to promote his gallery.

#### **1.3.3 For Customers or Readers**

The product of this final project can help customers or readers to get detailed information about Jember Ketuts Art Gallery.

#### **1.3.4 For Students of English Study Program**

This final project can be a reference for students of the English Study Program Politeknik Negeri Jember who want to conduct the same final projects, particularly making a promotional booklet.