

CHAPTER 1. INTRODUCTION

1.1 Background

Literacy is a crucial issue in Indonesia today. Improving literacy is essential to open up better access to education and develop human resources. As stated by Ekadiansyah (2020), developing literacy skills enables individuals not only to gain knowledge but also to use that knowledge and experience as a valuable reference for future decision-making and problem-solving. A literate person not only master knowledge but is also able to make strategic use of it in facing various challenges. According to Agusta (2020), many literacy communities across Indonesia have their own uniqueness in spreading the spirit of literacy, such as holding reading stalls or lesehan events that provide books, magazines, articles, novels, and comics for readers of all ages.

To enhance literacy in Jember, Forum Taman Bacaan Masyarakat (FTBM) Jember was established as a collaborative space for literacy enthusiasts and communities to jointly develop the local literacy movement. FTBM Jember is located in Kreongan Village, Patrang Subdistrict, Jember Regency, and was officially established in 2022 through the initiative of literacy activist Prita HW, who serves as its head. What distinguishes FTBM Jember from other literacy communities is its wide network of twenty-five affiliated reading parks (Taman Bacaan), spread across the Jember region. With this uniqueness, FTBM Jember aspires to become a literacy tourism destination worth visiting by the people of Jember.

Although FTBM Jember actively promotes its activities through social media platforms such as Facebook, X (formerly Twitter), Instagram, and YouTube, the presentation of information remains incomplete and less structured. The founder stated that this community frequently offers various programs and facilities, including volunteering, internships, literacy museum visits, and reading park events. However, the lack of a structured and detailed promotional medium hinders the public's ability to access complete information about these programs.

Based on a discussion with the founder, the creation of a booklet was chosen as the main and effective solution to meet the promotional needs of FTBM Jember. According to Ramadani & Jamil (2022), booklets are effective publication media because they can deliver key information in a concise, attractive, and informative manner. In this context, a booklet is the ideal medium not only because it can be distributed both in print and electronically, but also because it is practical, informative, visually appealing, and easily accessible to a wide audience. The printed version can be displayed at the reading parks as an on-site information center, while the digital version can be uploaded to FTBM Jember's social media to reach a broader audience.

The selection of FTBM Jember as the object of this promotional media development is based on its impactful and ongoing contributions to increasing literacy rates in Jember. The organization's wide outreach and its unique approach in integrating literacy with community-based tourism make it a highly relevant and meaningful subject.

Moreover, the booklet will be made in 2 version format (Indonesian-English). This is based on the consideration that many of the literacy community's programs are open to students, volunteers, and stakeholders from diverse backgrounds. A promotional booklet allows the community to expand its reach not only locally but also nationally and potentially internationally. It is especially helpful for introducing FTBM Jember to foreign students, educational partners, or who are interested in literacy development. Both version content also supports the vision of fostering inclusive and globally-minded literacy efforts.

1.2 Objective

The objective of this final project was to make a promotional booklet for Forum Taman Bacaan (FTBM) Jember.

1.3 Significances

Based on the objectives outlined above, significant final project products and reports provide benefits for the following parties:

1.3.1 For the Writer

This final project gives the writer the experience to apply and develop the knowledge and skills learned during her studies in the English Study Program, including reading, writing, and translating. In addition, the writer also improved her computer skills and editing skills.

1.3.2 For the Viewer

For more detailed information about the Forum Taman Bacaan (FTBM) Jember and where to develop personal through literacy.

1.3.3 For Forum Taman Bacaan Masyarakat Jember

This booklet is designed as an effective promotional tool to convey information, introduce, and promote in detail the various programs and community profiles of Forum Taman Bacaan Masyarakat Jember.

1.3.4 For Students of English Study Program

This final project is expected to be a valuable reference for English Literature Study Program students in completing their final project, especially in making promotional media in the form of booklet