

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia had many creative industries that can process wood into goods that have high selling value. One of the cities in Indonesia that becomes the center of the wood creative industry is Jember. According to Ranika *et al.* (2024), most Jember residents depend on the wood handicraft sector, which includes the manufacture of furniture, carvings, and various other wood products. The industry focuses on processing raw wood materials into various kinds of crafts such as *tasbih* (prayer beads), *cangklong* (cigarette pipe), accessories, furniture, and musical instruments.

There were a lot of industries in Jember that produce musical instruments, the products from each industry have their own uniqueness. These differences come from the choice of materials, craftsmanship, and design which are influenced by several factors such as culture, tradition, and creativity of each craftsman. One of the industries that is engaged in making musical instruments in Jember is UD Kayu Mas. It is located in Balung Kulon Village, Balung Subdistrict, Jember. *Usaha Dagang* (UD) is an Indonesian business entity engaged in trade or commercial activities.

The writer conducted several interviews with the owner as a preliminary study to obtain all the information needed regarding UD Kayu Mas. The owner was originally a carpenter who had the idea to utilize wood for more high-value products. Seeing the high prospective markets of wooden musical instruments, he started to produce a variety of percussion instruments, such as *Djembe* (is a rope-tuned skin-covered goblet drum played with bare hands), *rebana* (is a tambourine that is used in Islamic devotional music in Southeast Asia), *kendang dangdut* (a ketipung instrument commonly used to accompany dangdut music.), and other percussion instrument. He mentioned that this wood craft industry was established in 1991 and received its business license in 2001.

The demand for the products he made has steadily increased, with international orders consistently filling the production schedule, such as from the Netherlands, Germany, India, and China. He mentioned that his products have been consistently exported to several foreign countries since 2002 and have survived

until now. The reason is that each product has a unique shape and abstract motif, consumer durable and melodious sound. Those factors become attractions for customers to buy the product of UD Kayu Mas. Some local and international customers have also visited the production site not only to buy the products but also to learn to make musical instruments.

He mentioned that due to his broad networking and participation in several exhibitions, such as Indonesia craft in Jakarta and Micro, Small, and Medium enterprises (UMKM) event. He added that the information about promotion of UD Kayu Mas is basically done by word of mouth method and customer reviews on Google Maps platform. So far, most customers come from the owner's extensive relationship or it could be said that people know this industry through word of mouth. Then, after knowing this industry and getting the owner's contact, customers will contact the owner via email, Skype, and WhatsApp. The other way of promoting the products was done by uploading the products on Google Maps. The Google Maps platform provides several information about UD Kayu Mas, including its name, address, contact number, operating hours and days, and customer reviews about the products.

Unfortunately, the two ways of promoting the products done by the owner have several limitations. First, the word-of-mouth method that the owner has relied on so far is quite effective but still needs further support in terms of visualization and description of the products. Second, the Google Maps platform cannot provide detailed information about the products and everyone can edit all information on the platform that can cause several possibilities of misinformation. Thus, UD Kayu Mas needs a new promotional media that can showcase detailed information of the products.

In addition, the owner mentioned that he needed another promotional media in the form of a bilingual promotional booklet (English and Bahasa Indonesia) to target both local and international markets. He also stated that the booklet was made in two versions, printed and electronic. The printed booklet was used to provide detailed information about the company and its products to walk in customers, event participants, and potential customers directly. Meanwhile, the e-booklet aimed to deliver comprehensive information to prospective customers

through various digital platforms, such as Whatsapp, Email, Google Meet, and Zoom.

Based on this situation, the writer decided to create a bilingual printed and electronic booklet as a new promotional media for UD Kayu Mas from the needs of the owner. Hanzen (2016) as cited in Dewi *et al.* (2020), stated that the booklet has advantages, that the information contained is concise, clear, and includes images. Its small size makes the booklet easy to carry allowing it to be read anywhere.

1.2 Objective

The objective of the final project was to make a bilingual printed booklet and e-booklet as a promotional media for UD Kayu Mas.

1.3 Significances

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

1.3.1 for the Writer

By creating a booklet, the writer can enhance his skills in content development, booklet design, and booklet editing. The writer can also apply his writing skill when writing the final project report and the script of the booklet.

1.3.2 for the Owner of UD Kayu Mas

The owner of UD Kayu Mas are able to use the booklet to promote and to introduce his products.

1.3.3 for Customers or Readers

The product of this final project can help customers or readers to get detailed information about the products of UD Kayu Mas.

1.3.4 for Students of the English Study Program

This final project can be used as a reference for students of the English Study Program at Politeknik Negeri Jember who are interested in conducting similar projects, especially in creating promotional booklets.