

# CHAPTER 1 INTRODUCTION

## 1.1 Background

Literacy is a key foundation for developing the ability to think, communicate and has become an important part of social and intellectual life. According to Wong (2013), explains that literacy helps people to understand the world, organize thoughts to grow as individuals, and even healing solutions. Literacy is not just about reading and writing, but also about thinking critically of information that we receive. According to Hendriani *et al.*,(2018), In the 21st century, literacy has grown into a thinking skill that includes understanding both written texts and real-world situations, and making connections between them to solve problems. The writer concludes, Literacy has become a crucial skill that enables human to adjust and respond effectively to the rapid and complex changes in today's world.

One of the main pillars of strengthening literacy is the activity of reading. Reading plays a central role as the foundation for gaining knowledge. Through reading, individuals not only increase their knowledge but also develop analytical thinking, creativity, and the ability to understand other people's perspectives. According to Snow and Biancarosa (2004) stated, reading is a key skill through which other knowledge gateways occur. This opinion emphasizes that reading is a key skill that opens access to other areas of knowledge.

Although reading plays a crucial role, the public's interest in reading remains very low. According to data from the Perpustakaan Nasional Perpunas in (2022), reading level in Indonesia is still low, which is 63.9%. Furthermore, UNESCO and research from Central Connecticut State University show that Indonesia's reading interest is alarmingly low especially in academic reading, with only 0.1% of the population being regular readers. This means only 1 out of every 1,000 Indonesians is an active reader. Indonesia often ranks near the bottom in terms of reading literacy. The report indicates that Indonesia is ranked 60th out of 61 countries for reading interest. Several factors contribute to this, including limited access to reading materials, a lack of reading culture in families and

schools, and insufficient facilities to support literacy activities in communities. This situation is concerning because low reading interest directly impacts the quality of human resources and Indonesia's competitiveness on the global stage.

To solve the problem of low literacy, many local community programs have taken action. One example is the Forum Taman Bacaan Masyarakat Jember (FTBM). According to KBBI, Forum Taman Bacaan Masyarakat (FTBM) is an organization that provides a platform for tbm managers from various regions to strengthen the literacy movement by sharing experiences and programmes that support reading and learning activities for the community. FTBM Jember provides a place where people can read books, join reading spaces, and get support to build reading habits, especially among children, teenagers, and adults. With a strong spirit of teamwork, FTBM not only gives access to books but also runs reading classes, book discussions, and writing workshops. These kinds of community efforts have shown to be helpful in giving people better access to reading materials and improving literacy in a real and lasting way. The FTBM Jember is located at Kampoeng Batja, Jl.Nusa Indah VI-7, Jember Lor, Kreongan, Jember.as the secretarial office. From the results of interviews in the preliminary study, the writer got information directly from the founder of the FTBM Jember is Prita HW as well as the general chairman of the FTBM forum. FTBM forum has been established since 2022. This FTBM forum is still actively supporting the improvement of community knowledge through reading literacy. Although this FTBM is very functional and plays an important role in building knowledge, the existence of this FTBM is not widely known, even by local residents..

FTBM has used various social media platforms such as X (@forumtbmJember), YouTube (ForumtbmJember), a blog (forumtbmjember.blogspot.com) and Instagram (@forumFFTBMjember) to introduce itself to the public. However, the content shared on these platforms has not been very active, with long gaps between each upload. This makes it harder to keep the audience engaged. The content shared also lacks creativity and is not strong enough

to attract viewers or build a clear and strong image of FTBM. On YouTube, there are only three videos available, and most of them focus mainly on interviews. These videos do not fully or professionally introduce FTBM its purpose, programs, or the reading space itself so viewers do not get a complete picture of what FTBM offers to the community. The founder sees this as a big challenge and believes that stronger, more creative branding is needed. The goal of FTBM to become not only a place for reading but also a literacy center that inspires community involvement and attracts more volunteers.

In light of this issue, the writer recommended using video as a promotional medium to help strengthen FTBM public image and outreach. Video has the power to tell stories, show real activities, and build emotional connections with the audience. More importantly, the founder strongly agrees with this recommendation. Founder believes video is one of the most effective tool to show the spirit of FTBM programs, share personal stories from visitors and volunteers, and highlight the positive, inspiring atmosphere of the reading space. With video, the forum can reach a wider audience, improve its visibility, and have a greater impact on promoting literacy in the community. This video is aimed at local and international, therefore the founder considered to make videos in to languages. Based on the needs of the FTBM, the writer suggested creating a bilingual video. However, the founder disagreed and requested that each video focus on one language only. Based on the discussion, the writer suggested creating videos with two narrations, in both Indonesian and English. The videos is intended to help introduce the Forum Taman Bacaan Masyarakat (FTBM) to both local and international audiences. The content of the video and the meaning of the narration will remain the same. However, each version of the videos uses a different language for the narration: one in Indonesian and the other in English, with added text in the videos. Based on the discussion, the founder agreed to the writer's recommendation to make this product.

## **1.2 Objectives**

The objective of this Final Project to create a video as a promotional medium for Taman Bacaan Masyarakat Jember.

## **1.3 Significances**

Based on the objective above, it is expected that the report and final project products can provide benefits to the following parties:

### **1.3.1 For the Writer**

The writer improved her skills in several areas, such as writing, grammar, and developing scripts, storyboards, and reports. She also applied the skills she gained from the content creation class, including video and photo shooting, as well as video editing.

### **1.3.2 For Forum Taman Masyarakat Jember**

For FTBM Jember, the writer hopes that the outcome of this project bring positive results and successfully fulfill its purpose. The project is intended to serve as a strong identity and branding tool for FTBM Jember, helping it gain wider recognition within the local community and even at the international level. In the future, the project is expected to serve as a means of introducing FTBM Jember's values, programs, and impact in a clear and professional manner, so that more people would learn about its role in promoting literacy and be encouraged to participate in or support its mission.

### **1.3.3 For the Viewers**

The promotional video can help readers gain detailed information about Forum FTBM.

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

The final project can be a reference for students from the English Study Program or those doing a final project with a similar product.