

## **CHAPTER 1. INTRODUCTION**

### **1.1 Background**

Literacy is a very important thing for all humans, while literacy is a major thing in understanding knowledge and has an impact on the future. a person who understands the definition of literacy will be able to think critically, understand complex information, and be able to apply knowledge practically. Based on Ginting (2020) literacy is a person's ability to use skills and potential in processing and understanding information when doing reading, writing, counting and solving problems in everyday life. Literacy is very important because it will reflect the progress or failure of a new civilization in each country, such as Indonesia whose literacy skills based on the results of the 2018 PISA (Proramme For International Student Assessment) score are very concerning, Indonesia is ranked 70 out of 78 countries included in the OECD organization in terms of reading. Lack of reading skills not only hinders individuals interest in written information and literal comprehension of texts, but also limits their ability to engage actively and meaningfully with the environment around them. According to UNESCO data, Indonesian people's interest in reading is only 0.001%. That means, out of 1,000 Indonesians, there is only 1 who is interested in reading.

To overcome the problems of Indonesian people who lack interest in reading, we need to promote interest in reading. One of the reading communities in Indonesia, especially in Jember, is Forum Taman Bacaan Masyarakat (FTBM) Jember. Founded in 2022 by Prita HW, Forum Taman Bacaan Masyarakat (FTBM) Jember, located in Kreongan Village, Patrang Subdistrict, functions as a secretarial office and is a unique forum that houses twenty-five reading park communities spread throughout Jember. Founded on the initiative of literacy activists in Jember, this forum is special because of the wide scope of its members, thus aiming to become an attractive literacy tourism destination that is worth visiting by the entire community of Jember Regency. The only promotional media owned by FTBM X with an account called (@forumtbmjember), Youtube Channel at Forum TBM Jember and Instagram with an account called (@forumtbmjember). Although Forum Taman Bacaan Masyarakat (FTBM)

Jember has various social media, the promotion of the program still needs to be maximized due to the incomplete information presentation.

Based on discussions with the owner, the website has been chosen one of the main effective promotional media to cover the promotional needs of the Forum Taman Bacaan Masyarakat (FTBM) Jember. Based on (Standing & Vasudavan, 2000) Websites have great potential for promotion and are relatively cheaper compared to other forms of promotion and advertising in the media, furthermore the website is a promotional media that is easily reachable and easily accessible from anywhere, So the writer chose the website as a product for the final project. The website was made in a bilingual version, English and Indonesia, In addition, a bilingual website can increase the visibility of FTBM Jember in cyberspace, facilitate collaboration with various parties and attract the attention of donors or institutions that support the literacy movement. Thus, the development of a bilingual website is not only a promotional tool, but also a means to strengthen and expand the impact of the literacy movement in Jember. Creating a bilingual website to promote Forum Taman Bacaan Masyarakat (FTBM) Jember is a strategic step in expanding the reach of information and increasing community engagement. By providing content in two languages, the website can reach a wider audience, including local and international communities, thus introducing cultural diversity and literacy activities in Jember. The results of the website were listed on social media from FTBM Jember itself.

## **1.2 Objective**

The objective of this final project is to make a promotional website of FTBM Jember.

## **1.3 Significances**

Based on the objective above, the product and the report in this final project can give many beneficients to the following parties.

### **1.3.1 For the Writer**

This final project can make the writer improve his writing skill and computer skill (writing the content of website and drafting the final project report).

#### 1.3.2 For the Viewer

By visiting the promotional website of FTBM Jember the viewer can get the information and knowledge about the product and it's beneficial.

#### 1.3.3 For Forum Taman Bacaan Masyarakat Jember

This website 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 the Students of English Study Program

English study program can use the report and the product of this final project as a reference to make another final project that similiar to this final project.