

## CHAPTER 1. INTRODUCTION

### 1.1 Background

Indonesia is a country that has great potential in many aspects. It has many aspects that other countries may not have, such as natural resources, tribes and ethnicities, customs and traditions, particularly in terms of culinary (Sukenti, 2014). Culinary diversity in Indonesia shows the culture of the various regions, with each region having its own flavors and specialties. As a result, culinary in Indonesia is very diverse and each region has its own specialty food. Specialty foods represent the character of a region and show the culinary diversity of the region (Eviyanti & Firmansyah, 2023). There are several names of specialty foods that are famous in Indonesia including *Bika Ambon* from Medan, *Pie Susu* from Bali, *Bakpia Pathok* from Yogyakarta, *Lumpia* from Semarang, and many more. One region in Indonesia that has a specialty food is Jember.

Jember is a region located in the East Java province of Indonesia. This regency is known for its specialty food, which is made from processed *Tape* (Fermented Cassava). There are several specialty foods that are famous in Jember that are made from *Tape* (Fermented Cassava) such as *Prol Tape* (Fermented Cassava Cake), *Suwar-Suwir* (Fermented Cassava Snack), and *Pia Tape* (Fermented Cassava Pastry). Those specialty foods are originally from Jember and are typically available at souvenir shops in Jember.

There are many souvenir shops spread widely in Jember. One of them is Primadhani. This souvenir shop is quite easy to find because it is located in a strategic area in Jember, specifically at Gajah Mada Street 159, Kaliwates sub-district, Jember regency. To get information about Primadhani, the writer conducted a preliminary study for her final project with the owner of Primadhani.

Based on the preliminary study, the writer got information that Primadhani was established in 2010 and until now in 2025 it has four employees who work there. Primadhani is a souvenir shop that sells specialty food which is Jember's specialty food, especially processed edamame which not many Jember's souvenir

shops sell. In general, Primadhani has the operational hours at 7.30 AM – 10.00 PM (Monday – Friday) and 7.15 AM – 10.00 PM for Saturday and Sunday. There are several Jember's original specialty food sold at Primadhani, including Edamame Crispy (Indomame) with various variants (Original, Balado, Sweet Cheese, and Savory), *Parequ Keripik Pare* (Parequ Bitter Melon Chips), and *Keripik Gadung* (Gadung Chips). This shop also sells other Jember's specialty foods like *Suwar-Suwir* and *Tape Mayangsari*. To promote the product, the owner used two ways like word of mouth and social media such as TikTok (@user4201979020169), Instagram (@primadhani\_official), Facebook (Primadhani), and Shopee (primawijaya2). Unfortunately, Primadhani's social media do not provide enough information about the products. On Facebook, only pictures of the products are posted, without detailed information about the products. On TikTok, it only has videos that show products and have no captions. Meanwhile, Primadhani's Instagram is still new and only has 9 feeds and 11 followers. The Instagram has an attractive feed, but it does not have much exposure. There is no information related to the price. Therefore, the owner needs interesting promotional media to help him promote his products. Then, he asked the writer to create a new promotional media that could be applied well in his shop.

Based on the owner's problem, the writer suggested creating a promotional booklet for Primadhani. A booklet is a printed book designed to deliver information that the author wants to communicate (Ombi *et al.* 2021). The booklet will be created in two languages, Bahasa Indonesia and English to provide information about Primadhani. The booklet was used to promote the products by offline and online promotion. In online promotion, it was prepared in pdf format and uploaded to Primadhani's social media such as Instagram. It was also shared via Whatsapp for customers who were interested in buying Primadhani's product. Meanwhile, in offline promotion the booklet was distributed at the event and also it can be placed in visible and accessible areas of the shop so that customers can easily read it and obtain information about the available products. By having a booklet, the owner can promote his products to more people and can reach many customers, not only local, but also foreign customers.

## **1.2 Objective**

The objective of this final project is to make a bilingual booklet as a promotional medium for Primadhani.

## **1.3 Significance**

This final project could be beneficial for the following parties:

### **1.3.1 For the Writer**

In this final project, the writer can develop and apply her skills that have been learned while studying in the English Study Program such as writing and translation.

### **1.3.2 For the Owner of Primadhani**

The product of this final project can be used as a promotional medium for Primadhani *Toko Oleh-Oleh Khas Jember* and can increase sales of its products.

### **1.3.3 For the Customers and Readers**

The customers and readers can get information about the products by reading the booklet. The booklet also makes customers determine the choice of products easily to be purchased, making it more effective and efficient in shopping.

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

The result of this final project can be used as a reference for the students of the English Study Program Politeknik Negeri Jember especially in developing a booklet as a promotional medium.