

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia has become one of the most popular places for tourists to visit for its culture and food. Wijaya (2019) stated that Indonesia is renowned for its variety of cuisines, attracting tourists from every corner of the world. This makes Indonesia a destination for food lovers from within the country and abroad. According to Yubianto (2023), Indonesia is an island nation which means it is rich in cultures throughout its various provinces, all of which feature individual dishes that have been enjoyed for ages. Every area of the province is well-known for its unique culinary tradition that varies from other locations due to the variety in methods of preparation as well as the ingredients used in that specific location. For example, *Surabi* in West Java is a well-known traditional pancake made from rice flour and coconut milk. It is commonly served with sweet palm sugar syrup or savory toppings. The center of Java is famous for small sweet *kipo* filled with grilled grated coconut and palm sugar. East Java offers a colorful chewy snack called *Cenil* where it is made out of tapioca starch and garnished with a sprinkle of coconut and a drizzle of palm sugar syrup. Aside from these popular examples above, there is also Jember where it is also famous for its traditional and unique food which is the pride of Indonesia.

Jember is famous for its tape (fermented, dried malted cassava) and other products made from tape, as reported by Kompas (2012). Muhiddin et al. (2024) describe tape as a traditional food in Indonesia. It is made from fermented, dried malted cassava that is often used as a base for making other foods and snacks as tape-based goods have grown in popularity, a lot of tourist souvenirs and home businesses have opened up in Jember to sell all sorts of tape-based treats. These souvenir shops allow tourists to experience the local delicacies after they have left the region by providing one-of-a-kind snacks from Jember. Beyond the signature *prol tape*, customers can discover pia tape, suwar-suwir, and edamame. One example of a souvenir shop is Purnama Jati. Among the various souvenir shops in

Jember, Purnama Jati is acknowledged as the pioneer of *prol tape*. As stated by Muslimawati (2018), purnama jati Jember was the pioneer in presenting *prol tape* to the public.

For more information about Purnama Jati, the writer conducted a preliminary study at the shop. From the coordinator staff of Purnama Jati, it is known that the business started operating in 2000 as a small family business. Over the years, it has grown into a well-known souvenir shop. Purnama Jati sells many products including *prol tape*, *pia tape*, *edamame pia*, *suwar-suwir*, *brownies tape*, and *strudel tape*. Approximately, there are 20 employees involved in the manufacturing process, which uses a combination of machines and manual work. The souvenir shop is located at Jalan Bungur No. 9 Darwo Timur, Gebang, Kecamatan Patrang, Jember. Its strategic roadside location near the main road highway makes it highly visible and easily accessible for tourists traveling through Jember. The shop is open seven days a week from 7:00 a.m. to 9:00 p.m., allowing customer to come at any time. The employees, a group specifically trained for customer satisfaction, fully understand the shop's range of products.

Purnama Jati has effectively marketed itself using two main strategies: word-of-mouth referrals and social media marketing. Many customers of the shop tell friends and family about their great experiences, which helps to raise awareness of the business and build a rising client base. The company has also increased its online presence on Instagram (@purnamajati_jember) and TikTok (@purnamajatijember). On these platforms, it showcases various engaging activities, such as regional police visits, directions to the shop, demonstrations of their products, and plenty of comedic content. However, a limitation of their current social media content is that it is primarily in Indonesian, which restricts its appeal to foreign customer who may not speak the language. This means that while these channels have been successful in reaching a larger Indonesian audience due to their popularity, simply translating existing content might not be enough to attract a global market. The owner wants to get the attention of a worldwide market and expand the company abroad, so a better advertising approach is needed. This is also

supported by Abroor et al. (2024), who stated that a company's sales can increase by choosing a more suitable marketing mix strategy.

The writer suggests a bilingual booklet in both Bahasa Indonesian and English. This significantly enhances Purnama Jati's marketing by creating media that is clear to both local and potential foreign customers. This booklet displayed product descriptions, photos, and the unique selling points of Purnama Jati to promote and market the company effectively to potential customers.

This booklet has served as a promotional tool for offline use and distributed online as a digital file for wider reach. The booklet solved issues related to promotion for the shop, which is expected to increase product awareness and sales. This approach is supported by research from Durhan & Aydin (2020), who stated that product communication is a powerful marketing practice where a brand is able to effectively communicate with the customer. Moreover, Purnama Jati can interact with various customer by advertising the booklet in two languages. The booklet makes it easier for sellers and buyers to communicate well because the items they want to sell are listed in both English and Bahasa media. This allows buyers to see the product descriptions, photos, and prices to make small and large purchases according to their needs. By making this booklet, both printed and digital, it is expected that there are many potential customers who know about Purnama Jati and are interested in visiting this shop.

1.2 Objective

The objective of this project is to produce a promotional booklet that can increase visibility and sales at Purnama Jati souvenir shop. The booklet aims to enhance the brand visibility of the shop and increase product sales by providing detailed information about its unique offerings and cultural importance to both local and national audiences.

1.3 Significances

Based on the above objective, it is expected that this final project greatly helps all parties involved, such as the following:

1.3.1 For The Owner of Purnama Jati

This promotional booklet can help the owner significantly expand the reach of the business and increase the sales of typical Jember souvenir products, thereby enhancing customer interest and encouraging purchases.

1.3.2 For the Customers or Readers

This project helps customers and readers more easily find out about the specialty of Purnama Jati's offerings. By providing a detailed and clear informational experience, the booklet is also intended to stimulate customer interest, promote positive word-of-mouth, and enhance overall customer engagement.

1.3.3 The Students of English Study Program

The final project can be used as a reference for students who will conduct a final project of the same product or promotional media.

1.3.4 For the Writer

This project helped the writer in developing writing and translation skills during the process of creating the final project.