

CHAPTER 1. INTRODUCTION

1.1 Background

The creative industry is an important sector that supports national economic growth and development. As Ibrahim et al. (2019) said, the creative industry, currently growing rapidly, is the silkworm industry. The emergence of unique products with attractive designs and local-wisdom nuances strongly contributes to the development of this industry. (Soetriono, 2025). This situation has encouraged the growth of local creative industries engaged in silkworm cultivation, including CV KUPU Sutera Pasuruan.

Based on observation during the preliminary study conducted by the owner, it is located in Kampung Sutera, Purwodadi, Pasuruan. This company is established in 2016. By cultivating local samia silkworms, UMKM CV KUPU Sutera Pasuruan produces cocoons, silk thread, and fashion crafts such as fabrics, scarves, accessories, shoes, and bags. This industry also empowers the local community, especially people with disabilities. To obtain in- depth information, the writer conducted a preliminary study.

Owner also stated that the company integrates silkworm cultivation and processing and has established partnerships with local communities to create a silkworm product ecosystem, including fashion products and a range of natural fibre products, such as bags, shoes, clothing, fabrics, scarves, and home decor. Moreover, the quality and value of the products have been recognised by both national and international markets. It has been verified that CV KUPU Sutera Pasuruan products have been available in the Thai market. For national customers, this company has already served the public figures such as the Indonesian Minister of Youth and Sports and the former Indonesian Minister of Finance. Furthermore, participation in INACRAFT 2023, an international exhibition in Jakarta, and a gold medal at the international science and innovation fair in 2020 demonstrate this UMKM potential for growth.

The owner also informed that this achievement was inseparable from the marketing carried out through a 6-type promotional strategy, using various digital media to reach a wide range of consumers. The Facebook account can be accessed at @kopusutera, with 0 friends, and the last post was on December 17, 2025. In addition, Instagram has 4,384 followers, with the username @kopusutera.id. An official website, accessible at <https://kopusutera.id/faq/>, also supports CV KUPU Sutera. In addition, CV KUPU Sutera also uses marketplace platforms Shopee and Tokopedia under the username @Koesut. However, both marketplace platforms are currently under maintenance and cannot be accessed by customers. Furthermore, customers can be reached directly via WhatsApp at +62 822 4538 3814.

The six types of promotional media used by CV KUPU Sutera Pasuruan, they essentially serve as information centers that include production activities and exhibition participation. Facebook latest post was recorded on June 12, 2025. Instagram is the most active promotional medium, with content posted every month. Instagram posts feature activities at CV KUPU Sutera Pasuruan. The website contains product descriptions and business profiles. WhatsApp is used as a direct communication medium between the company and consumers for ordering, product inquiries, and requests for additional information. The marketplace platform also serves as a promotional medium for CV KUPU Sutera Pasuruan. However, neither medium is currently accessible to customers because it is still undergoing maintenance. Nevertheless, the owner still wants to increase product sales by creating promotional media in international languages.

Based on discussions with the business owner, the writer learned that CV KUPU Sutera Pasuruan already has a booklet as a promotional tool for the company. However, the existing booklet is available in only one language—English—and focuses primarily on presenting information about the company profile. Therefore, the writer proposes developing a new booklet to provide more comprehensive information about the products offered by CV Kupu Sutera Pasuruan. According to the business owner, a booklet is one of the promotional tools needed to support the company marketing activities. Booklets are considered an effective medium for conveying information because they consist of sheets of paper bound into a small,

practical, and easy-to-use book (Kurnia, 2018). Additionally, booklets were chosen because they can present important information supported by illustrations and images, thereby capturing readers' attention. The booklet content is also designed using informative and persuasive language to help readers understand CV Kupu Sutera Pasuruan products and encourage their interest in making a purchase. With a booklet available in two languages and containing more detailed product information, it is hoped that this promotional medium can reach a wider customer base, both domestically and internationally.

This booklet contained information on the business profile, production process, product types, and the advantages of the materials used, allowing exhibition visitors and consumers who visit the production site to access the information directly. This booklet was available in print and online formats. The writer also compiled the booklet in two languages, Indonesian and English, to make it easier for domestic and foreign consumers to understand the information presented. The use of offline promotional media, such as booklets, is expected to complement existing digital promotions and increase product sales at CV KUPU Sutera Pasuruan.

1.2 Objectives

The objective of this final project is to create a promotional booklet for CV KUPU Sutera Pasuruan in English with Indonesian subtitles.

1.3 Benefits

Based on the objectives stated above, the final project proposal and product were expected to provide benefits to the following parties:

1.3.1 For the Writer

The writer improved their writing skills in compiling reports and creating interesting scripts for a booklet. The writer can also enhance their editing skills for pamphlets in accordance with the media development class.

1.3.2 For CV KUPU Sutera Pasuruan

CV KUPU Sutera Pasuruan used the booklet from this final project proposal to introduce and promote silkworm products.

1.3.3 For the Readers

The promotional booklet provides readers with more comprehensive information about CV KUPU Sutera Pasuruan products.

1.3.4 For the English Study Program

The reports and final project products serve as references for students interested in similar final projects, especially those focused on creating a promotional booklet.