

CHAPTER 1. INTRODUCTION

1.1 Background

Reading is one of the most important ways to acquire knowledge. In addition, reading is one of the four language skills and is a component of written communication (Erwin, 2020). Reading provides readers with insight, information, and understanding of various subjects. Husnah et al. (2024) argue that reading is a written language skill characterized by transparency into others' opinions, suggestions, and recommendations, as through reading, individuals can gain information, knowledge, and even new experiences.

Unfortunately, reading activities have decreased. GoodStats national survey data shows that 1 of 5 people (20%) read books regularly, 17% sometimes, and 15.4% infrequently, indicating that challenges in reading interest remain. In addition, UNESCO data still records a very low figure (0.001%). This indicates that Indonesians' interest in reading remains low.

On the other hand, the National Reading Enthusiasm Index (TGM) showed a significant increase. Based on the latest data from the Central Statistics Agency (BPS), the national TGM percentage in 2024 reached 72.44. Regardless of the results shown by the existing data, it should not diminish anyone's interest in reading. Moreover, through reading, we can both learn and even share information. The benefits of reading are highly valuable for the learning process as well as for life in general. Indeed, reading influences many aspects of daily life, since it is not totally intended for teaching and learning purposes (Maeja, 2023). Considering these benefits, it is important to provide appropriate facilities to support and maximize the advantages of reading. The main purpose of establishing reading spaces or libraries is to develop reading interest in many people. Furthermore, Septiani (2015) states that the goal of reading spaces or libraries is to provide sources of information that are fast, accurate, or even affordable for people.

In response to the increasing popularity of reading in Indonesia, there is a place in Jember, a regency in East Java, that continues to maintain a love of reading. This place continues to promote reading among the community, including the

people who live in the surrounding area. The name of the place is Kampoeng Batja Jember. Kampoeng Batja Jember is one of the most unique and engaging reading spaces located on Jalan Nusa Indah No. VI-7, Jember Regency, Patrang District, East Java. Kampoeng Batja Jember provides a place to read books and present a historical archive. There are various old editions of books, old magazines and newspapers, as well as offering valuable insights into the past, such as an old sewing machine, typewriter, traditional face mask, and traditional grinding machine.

By interviewing the owner, Mr. Iman Soeligi, known as Kung Iman, the preliminary study was conducted at Kampoeng Batja Jember. The writer asked the owner open-ended questions, which were necessary to obtain detailed information. The result of the interviews showed that the number of visitors to Kampoeng Batja has increased to this day. This situation is very encouraging for the owner. With this, public interest in Kampoeng Batja for reading is also growing. Unfortunately, visitors to Kampoeng Batja are still mainly local people. According to data recorded in the visitor book, in 2025, there were around 450 visitors. The data showed that the visitors who came from the farthest away were from Bali. This gave the owner the idea to promote Kampoeng Batja outside of Jember, especially in East Java, Indonesia, and even abroad. Besides that, visitors from outside Jember can learn about Kampoeng Batja Jember. At Kampoeng Batja Jember, tourists can learn and discover many things because there is not only current knowledge, but also events from the past and ancient historical objects. Actually, Kampoeng Batja Jember already has several promotional media. The promotional media that is often used is online promotional media, such as social media. Kampoeng Batja Jember has Instagram (@tbn_kampoengbatja). Only Instagram is used officially for Kampoeng Batja Jember. Unfortunately, Instagram was last updated on 8th December 2025, which means it is rarely updated. In fact, previous posts are updated monthly. In addition, Kampoeng Batja does not yet have physical promotional media such as booklets or brochures that can be distributed directly to potential visitors.

Based on the expectations from the owner to develop Kampoeng Batja, the owner wanted to have a simple promotional medium that could be carried anywhere

but contained complete and extensive information. After discussions between the owner and the writer, the idea of creating a booklet emerged. From there, the owner asked the writer to create the booklet. In addition, Tambunan and Ningsih (2023) stated that a booklet is a medium with a simple structure and an attractive look with text and images. This booklet aims to introduce Kampoeng Batja Jember to the wider community later. The booklet was made in printed and digital form. For the printed booklet, the owner of Kampoeng Batja Jember can bring the booklet and distribute it to other guests when attending events. Not only that, this booklet can be placed in the reading room or registration desk at Kampoeng Batja Jember so that visitors can read it first while registering or signing the guest book. For the digital form, it can be placed in social media descriptions and on a website. In addition, to fulfill the owner's expectations that Kampoeng Batja be visited not only by local domestic visitors but also by international visitors, the booklet was made bilingual in Indonesian and English.

1.2 Objective

This final project aims to create a booklet as a promotional medium of Kampoeng Batja Jember.

1.3 Significant

This final project aims to benefit the following groups, based on its objectives:

1.3.1 For the Writer

The writer applies writing and design skills in creating this product. She also develops and designs the booklet by herself, including gathering information for its content.

1.3.2 For the Readers

The booklet can help the reader to understand and get complete information about Kampoeng Batja Jember's activities. Besides that, the booklet can make the potential visitors attend Kampoeng Batja Jember.

1.3.3 For Kampoeng Batja Jember

From the booklet, Kampoeng Batja Jember can introduce and offer activities to visitors so that both the local community and tourists can recognize it.

1.3.4 For the Students of the English Study Program

The final project report and the product serve as a reference, especially for those who want to replicate the project.