

CHAPTER 1. INTRODUCTION

1.1 Background

Jember is a regency located in East Java. It often known as Tobacco City, is one of the largest tobacco-producing areas in East Java. That agricultural heritage has long been central to the economy of Jember, given that much of the tobacco industry in Jember has provided jobs, social life, and substantially contributed to its development. The growth and heritage of the tobacco industry and Jember as a Tobacco City can be further supported by the Tobacco Museum in Jember. Over the years, Jember has become more than just a Tobacco City but also known for its culture, carnival, coffee, cigarettes, and cacao or 5C, stated by Gunawijaya (2018) as cited in Dzulkifli et al. (2025). This identity shows that Jember also possesses diverse cultural and agricultural wealth.

In 2025, Museum Telu was established in Jember as a relatively new cultural institution in Jember. The museum serves as one of the mediators of the region's cultural diversity. This museum, located in a residential area, was established to preserve and present the region's cultural heritage and history. The founder of this museum was also the founder of Calibre Museum. The name "*Telu*" itself comes from Javanese, meaning three. This name has become a foundation and an identity for this museum, as it has three floors for exhibition. This museum invited visitors to explore the journey of time and cultural heritage. This museum not only collects various cultural artefacts from Jember, but also Indonesian and world history cultural artefacts.

This museum also increases its appeal as a community learning resource and site for educational tourism for students and school institutions. The owner said, this museum receives around 150-200 visitors per month. The majority of the visitors were students who came to learn about history and cultural diversity. This museum is also active, providing information on social media such as TikTok (account @Nirvana Museum Shop) and Instagram (account @museum_telu).

These media help visitors find information about the museum and its collections. The museum has great potential to expand its role as an introduction to history and culture in education. In this regard, the museum will undoubtedly strengthen Jember 5C's identity by serving as a cultural tourism product that allows visitors to enjoy the journey across three floors of exhibition space. Therefore, it is possible to promote it as an alternative for domestic and foreign tourists. Based on the explanation, the museum can promote local cultural potential in Jember by highlighting various heritage collections from the regency, such as batik dating to the 1500s, stone mortal relics, and a Pandalugan collection. This museum is often used for discussions among cultural figures, exhibitions, and cultural competitions.

In a preliminary study, the writer found some gaps in this museum's self-promotion. This museum only has its social media accounts for promotion. The information is also relatively limited, so visitors do not have detailed information about this museum. The museum also lacks promotional media in print form to provide a relatively large amount of information. According to Dirir & Marlina (2019), printed promotional media, such as booklets, help convey information without face-to-face interactions. Moreover, Yi (2016) stated that printed media is easily accessible. Thus, the printed promotional media in the form of a booklet is expected to be one of the appropriate solutions to deliver information without direct contact with the community because of its high accessibility.

Based on this background, the writer suggests making a printed and electronic version of the museum's booklet for the museum owner. The resulting product of the booklet is in two languages, English and Indonesian, to open access for visitors. The booklet also used a combination of printed and e-booklets, so that it can make it easier for visitors to access the booklet. This can also serve as an official document for the museum. The writer and the owner of Museum Telu expect this booklet to increase the number of visitors to Museum Telu. It is also expected to contribute to the museum's program in the educational field and open more opportunities for the museum to network nationally and internationally. Hence, this booklet is a strategic tool to further cement the status of Museum Telu as one of the vital cultural institutions in Jember Regency.

1.2 Objective

This final project aims to create a bilingual promotional booklet in English and Indonesian for Museum Telu Jember. The booklet is designed to broaden the company's market presence by attracting both domestic and international visitors.

1.2 1.3 Significances

Based on the objective stated above, it is hoped that both the final report and the product resulting from this final project are expected to provide benefits to the following parties:

1.3.1 For the writer

The writer applies writing skills and can also improve his translation skills by making his final project and optimising his content for the promotional booklet. The writer also enhances his creativity writing the script.

1.3.2 1.3.2 For Museum Telu

The writer hopes the booklet can introduce and promote the Museum Telu to both local and international readers. Using bilingual language makes the content accessible to international and domestic readers.

1.3.3 1.3.3 For the Readers

The booklet can help to get information about Museum Telu, especially regarding collection details and historical background.

1.3.4 1.3.4 For Students of the English Study Program

The report of this final project can be used as a reference for students of the English Study Program who want to conduct a similar project, especially when making a booklet as the output of their final project