

CHAPTER 1. INTRODUCTION

1.1 Background

Economic development is one of the important indications in assessing a country's progress. Economic development is a top priority for many countries, including Indonesia, as it reflects an increase in income levels, employment opportunities, and the quality of life of the people (Salsabillah et al., 2023). One sector that contributes significantly to this development is Micro, Small, and Medium Enterprises (MSMEs), which are known as important drivers of economic growth in both developed and developing countries (Kurniadi et al., 2024). In Indonesia, MSMEs are closely linked to the creative economy, particularly in the production of handicrafts and creative products such as batik, clothing, and souvenirs. The development of creative economy based MSMEs is not only occurring at the national level but is also evident in various regions of Indonesia, including Jember Regency.

Jember is a region located in the East Java Province of Indonesia. This district has great potential for developing a creative economy based on MSMEs, particularly in the production of local creative products and souvenirs. According to Budi et al. (2023), some villages in Jember Regency have significant potential for developing the local creative economy through MSMEs, which contribute to local economic activities and community empowerment. MSMEs play an important role in producing a wide variety of products. MSMEs production activities are not limited to one type of business but cover many sectors, ranging from culinary businesses to handicrafts. In the food sector, MSMEs are able to process various processed products such as traditional foods, snacks, beverages, and regional specialty products that have distinctive flavors and uniqueness. In addition to food products, MSMEs are also actively involved in the arts and handicraft sector. Various artistic products such as batik, kitchen utensils, keychains, and accessories are also produced by MSMEs. MSMEs products are sold in Jember specialty souvenir shops, such as Primadona, Purnama Jati, Kembang Madu, and others.

However, there is one souvenir shop that is interesting to discuss because it

sells products from various MSMEs and needs a more informative promotional medium. The shop is Nirvana Museum Shop. Nirvana Museum Shop is located in a strategic location, precisely on Puri Bunga Nirwana Housing Complex, Raden Panchah Street No. 3, Karangrejo Subdistrict, Summersari District, Jember Regency. It is still in the city center (Jember campus area) and can be accessed by two-wheeled or four-wheeled vehicles. This place is called Nirvana Museum Shop because it is under the same ownership as one of the cultural tourism destinations in Jember, which is also located in the same area namely Museum Telu. To obtain detailed information about Nirvana Museum Shop, the writer contacted the owner to arrange a meeting and subsequently conducted a site visit as scheduled. During the visit, the writer conducted a preliminary study and collected relevant data through direct observation and interview.

Based on the site visit and interview with the owner, Nirvana Museum Shop was established in 2003 and has four employees. Nirvana Museum Shop is a souvenir shop that sells various products from MSMEs (Micro, Small, and Medium Enterprises). In general, Nirvana Museum Shop operates from 10.00 AM – 2.30 PM (Tuesday – Sunday). There are several products sold at Nirvana Museum Shop, including batik fabrics, clothing, knitted bags, wallets, sandals, face towels, tablecloths, kitchen utensils, and accessories. Here, visitors can also order batik clothing (custom-made) by request. To promote the products, the owner uses two methods: direct sales and social media such as Instagram (@nirvana.mushop) and TikTok (@NirvanaMuseumShop). Unfortunately, the social accounts of Nirvana Museum Shop have not yet provided clear and complete information about the products sold by Nirvana Museum Shop. The Instagram account @nirvana.mushop only has 47 followers, and the account does not use the highlights feature to display important information such as prices, products types, or how to purchase. Most of the uploaded content consists of product photos and short promotional videos, making it difficult for potential customers to obtain comprehensive information about the available products. Meanwhile, the TikTok account is still shared with Museum Telu and currently has only 35 followers. Most of the content is similar to what is uploaded on Instagram, so there is no variation or special content that

highlights the products in a different way. This makes product promotion through TikTok less effective. Therefore, the owner needs a more attractive and informative promotional medium to help promote the products. The owner then asked the writer to design a new promotional medium that can be effectively implemented in Nirvana Museum Shop. As a result, product promotion can run more optimally, making it easier for customers to obtain complete information than through the existing promotional media. It can also help increase customer visits.

To address this problem, the owner of Nirvana Museum Shop requested the writer to develop a bilingual booklet as a complementary promotional medium that can provide more structured and comprehensive product information for customers visiting the shop directly. A booklet is a book shaped print medium that presents the author's desired information in a concise and accessible format (Sari, 2023). The booklet was created in two languages, Bahasa Indonesia and English, to provide clear information about Nirvana Museum Shop and to reach both local and international customers. Once completed, the booklet serves as a promotional medium that can be distributed to visitors and used by the shop to support product marketing. Using a bilingual format is intended to enhance the professional appearance and credibility of the booklet, as research shows that the use of foreign languages in printed or promotional materials can positively influence reader's perception of sophistication, quality, and the overall image of the institution (Clarissa, 2025).

1.2 Objective

This final project aims to create a bilingual booklet as a promotional medium for Nirvana Museum Shop.

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 use and improve the skills she learned in the English Study Program, such as writing and translation.

1.3.2 For the Owner Nirvana Museum Shop

The product of this final project can be used as a promotional medium for Nirvana Museum Shop and is expected to support promotional activities by providing complete information about the shop and its products.

1.3.3 For the Readers

The readers can obtain detailed information about the products and become interested in what is sold in this store by reading the bilingual booklet provided.

1.3.4 For Students of the English Study Program

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