

CHAPTER 1.INTRODUCTION

1.1 Background

Indonesia is a country that has a variety of cultures, and each region has a different culture from the other. Every culture is created in the region must be preserved in order to be well preserved. The traditional art which has long been hereditary lives and develops in some regions, thus it makes their own characteristics in that area (Rikza, 2017). Indonesian culture that is almost faded is traditional dance and musical instruments. With the existence of *sanggar seni* or usually called art studio that is able to preserve the culture, it is very appropriate for us to keep Indonesian culture well-known.

Probolinggo City is one of the cities in East Java that has a characteristic dance, *Jaran Bodhag*, using imitation horse costumes made of wood and rattan. It is taught at *Mardi Budoyo* Art Studio which has around 90 members. Not only *Jaran Bodhag*, the famous dance at this art studio is *Reog* whose the main dancer wears a tiger head costume with peacock feathers on it, for the other dancers wear small reog masks and *berkuda lumping*.

This art studio was built on December 31, 2009 and located in Ir.Juanda Street Number 27, Kanigaran sub-district. Beside teach traditional dance and music, they also have some weekly, monthly and annually activity. For annually activity they usually hold *Larung Sesaji* (1 *Suro* Ceremony), its a culture as an expression of gratitude to God for bestowing the wealth of the land and sea. This gratitude was expressed by placing the produce on the boat without a crew and heading out to sea. That kinds of culture and activity that can attract customers to come, both local and international.

There are several accounts they have as promotional media, such as Facebook (*Sanggar Seni Mardi Budoyo*), Instagram @reog_mardibudoyo, and website <https://leremtisno.wordpress.com>. However, there are still many local customers who do not know *Mardi Budoyo*. Then, writer offered to create printed promotional media, booklet that can help in promoting the place to reach the target especially local people. Hopefully, this booklet can be read by

international customers, so the writer made a booklet in bilingual, *Bahasa Indonesia* and English. This booklet consists of detailed, clear and complete information of this art studio. Then the owner of this place decided to accept the writer's offer in making a booklet as a promotional media into two languages because she can not communicate in English well and *Mardi Budoyo* Art Studio need printed media too.

1.2 Objective

The objective of this final project is to create a booklet as a promotional media for *Mardi Budoyo* Art Studio in providing detailed information to local and international customers to make them easier to know the traditional culture of Probolinggo.

1.3 Significances

Based on the objective, the report and product of this final project will give benefits to these following parties:

1.3.1 For the Writer

The writer can develop script writing and also skills in designing products of the final project.

1.3.2 For Mardi Budoyo

This product will be useful as a promotional media for *Mardi Budoyo* to give detail information and attract more customers.

1.3.3 For the Readers

The readers (local and international customers) can get detail information about *Mardi Budoyo* and interested to join it.

1.3.4 For Student of English Study Program

It can be a reference for students who will make the same final project, especially in making promotional media in the form of booklets.