

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is rich in natural resources that can be efficacious as alternative healing medicine. According to S. Pramono (2002) tropical forests in Indonesia is a place for growth for 80 percent of medicinal plants in the world consisting of 28,000 species of plants, 1000 species of which have been used as medicinal plants. The first use of traditional herbal medicine as an alternative medication was in ancient times by our ancestors. Traditional medicine is generally used by old people and who still believe in the efficacy of traditional herbal medicines. Traditional herbal medicine is a product made from natural ingredients which types and characteristics are very diverse such as for public health maintenance, prevention, and treatment of disease, especially for chronic diseases like diabetes millitus or cholesterol. According to Wijayakusuma (2000), the use of traditional medicine as an alternative to health services is certainly very appropriate considering the fact that health care costs have shot up in line with the uncertain economic conditions of the Indonesian people. Katno, et. al (2004) said that in Indonesia traditional medicine is still widely used in various fields layers of society, both in rural and urban areas. It spreads in almost all area in Indonesia which utilize the natural resources for an alternative traditional herbal medicine.

Jember, East Java is one of the areas that still cultivate herbal plants to produce traditional herbal medicine in the form of the home industry. One home industry which well-known produce herbal medicine is Jember Green Herbalist. Based on the interview with the owner in the preliminary study, this home industry has already marketed its product in some cities in Indonesia such as Yogyakarta, Mataram, Batam, Tangerang, Bandung, Riau. Jember Green Herbalist was built about 3 years ago and initially processed herbal plants for sale in the market. At that time it only served orders from Jember area. Fortunately, after obtaining a license number to do business Jember Green

Herbalist has a wide opportunity to market its products in several cities in Indonesia.

In fact in the Corona pandemic, the demand for Jember Green Herbalist products increase significantly. It is because people tend to try alternative herbs to stay healthy. They consume traditional herbs more than before. So it makes traditional herb medicine in great demand by the public. Jember Green Herbalist got many orders from its customer, so they made more products to fulfill the demand. This fact proved that its product has already received by the public. Therefore, they become more confident to market their products more widely.

Based on the demand trend that happening in the pandemic situation, the owner started to think about a new form of promotional media to introduce Jember Green Herbalist products. The writer asked beforehand about what promotions are used to promote Jember Green Herbalist products. The owner said that Jember Green Herbalist has promotional media in the form of a catalog, and social media which are still active until now such as Facebook, Instagram, and also Telegram as a group platform. The owner said she needed another form of additional promotional media to support the social media especially when she travels to other city and also when joining such kinds of an event like a meeting, seminar or exhibition. Concerning promotional media needed by Jember Green Herbalist, the owner asked the writer to make a booklet. This was based on the result of the discussion did by the writer and the owner. Booklet was chosen because it very useful to the owner to introduce Jember Green Herbalist products directly to the customer or reseller anywhere. She can carry the booklet easily. The owner also can spread it to the people she met whenever she want. People can read all information about the products completely from the booklet. It is hoped Jember Green Herbalist can be better known in the abroad.

According to Ansen (2020), a booklet is a number of sheets of paper that can be combined, folded, and shaped, or bound into books. This book is often used to promote brands, products, and business services. Booklets are important Usually, people more interested if there is a picture and also an explanation of

what benefits or advantages are contained in the product. promotional media because they can inform the public about the company and its products so that they can attract people to be interested in buying these products.

The product of Booklet in final project It contained complete information about Jember Green Herbalist home industry and its products accompanied with pictures. The booklet is hoped effective as a form of additional promotional media that helps owners to attract people to buy the products.

1.2 Objectives

The objectives of this final project is to make a booklet as a promotional media of Jember Green Herbalist.

1.3 Significances

After finishing this final project, hopefully it provide some benefits for these following parties :

1. For the writer

In the process of making this final project the writer can apply her skill in writing, translation, and computer.

2. For the Students of English Study Program

This final project probably be references for the students to make the final project, especially the booklet.

3. For Jember Green Herbalist

The product of this final project can be used to promote and introduce Jember Green Herbalist products to people so that its products are better known in the society.