

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is a country that is rich in natural products, and these natural products are created by many people and as the livelihood of people in some parts of Indonesia. One of the products are created in the region in Indonesia is a wood handicraft. Wood crafting means the manufacture of wooden goods that are produced through human craftsmanship. Related to this research is the manufacture of wooden items in the form of reliefs and sculptures with four-legged animal motifs and marine animals produced through human hand skills (Kreasijepara 2011). One of the handicraft-producing provinces is East Java. In East Java there are various producers of wood craft. One of them is Bondowoso regions, which famous with its wood handicraft is Flodista Gallery.

Flodista Gallery handicraft is wood handicraft located at Jalan Santawi Pinang Mas, Nangkaan Timur. Flodista is a center for selling recycled handicrafts, a restaurant, as well as a handicraft workshop. Flodista Gallery industry that produces many types of wood handicraft, it has been producing many types of wood handicraft such as key chains, tissue holders, cutlery, wall hangings, displays with various shapes such as animals, and leaves, trays, chairs, tables, coffee cup decorations, mirrors, ashtrays, plant and establish since 2000. Based on the interview with the owner, domestic tourists and foreign tourist interested in the quality of Flodista Gallery wood handicraft products. However, Flodista Gallery does not have promotional media containing complete information about Flodista Gallery wood handicraft.

Based on the preliminary study conducted by the writer, the owner only has several promotional media such as online platform namely Tokopedia, WhatsApp and Instagram, to shows a picture of the product. Instagram (@fransflodista29702) and Tokopedia (Flodistagaleri) does not give detail and complete information about Flodista Gallery wood handicraft profile and product to the customer, this online platform only includes pictures of product and the prices, there is no product description. Based on this problem the writer will make a booklet as media promotional of Flodista Gallery containing a picture, price list, detail and complete information about Flodista Gallery handicraft product that can show clearly to the customer.

Booklets are several sheets of paper that can be combined, folded, and bound to form a book. This book is often used for business brands, products and services, (Ansen J 2020). The writer will make a promotional media not online platform namely website, because if making a website customer must have an internet data to access the website. If there are customers who go directly to the production house, the booklet is more effectively use. The booklet will make the reader get the information about Flodista Gallery wood handicraft. The booklet can provide detail information about the Flodista Gallery wood handicraft, in order to reduce miscommunication between the owner and the customer. Because the Flodista Gallery wood handicraft has an experience miscommunication in selling the product with International tourist and has a significant loss. This booklet is in a bilingual version, Indonesia and English to make International tourists and domestic tourists understand the content in this booklet.

1.2 Objective

The objective of the final project makes a booklet as promotional media of Flodista Gallery wood handicraft.

1.3 Significances

Based on the objective above, hopefully the report and the product can give benefits to the following parties.

1.3.1 For the writer

This final project can be means for the writer to apply skill in translation by translate those contain in a booklet, writing with explaining the detail information about Flodista Gallery wood handicraft.

1.3.2 For the Flodista Gallery

The project of this final project can be a promotional media for Flodista Gallery wood handicraft since it shows about product of Flodista Gallery wood handicraft completely.

1.3.3 For the Domestic and International Tourist

The product of this final project can help the customers to get clear and complete information about Flodista Gallery wood handicraft.

1.3.4 For the student of English Study Program

The report and final project can be used as a reference for student English Study Program when they will make the same final project.