

CHAPTER 1. INTRODUCTION

1.1 Background

Banyuwangi is a city on the eastern tip of Java Island, a city full of customs and tradition. Rofiq (2019) stated that tradition is something that has been passed down by predecessors or ancestors from generation to generation in the form of symbols, principles, materials, objects as well as policies. People in Banyuwangi have one tradition of drinking coffee together, which becomes a symbol of brotherhood “Sak corot dadi seduluran” means that a cup of coffee for togetherness unity for various differences. Furthermore, drinking coffee also preserves our tradition as well as becomes the lifestyle of people in Banyuwangi. This condition makes the number of coffee home industries grow in Banyuwangi. One of the home industries that produce those popular products is *Kopi Kemiren Jaran Goyang*, in Kemiren village Banyuwangi.

Based on preliminary study that the writer conducted through interview with the owner of *Kopi Kemiren Jaran Goyang* home industry, the writer got information that it has promotional media in the form of social media for example Website (*Kopi Kemiren Jaran Goyang*), Instagram (*KopiKemirenJaranGoyang*) and Facebook (*Kopi Kemiren Jaran Goyang*). Both social media contain description of the product, production activities, contact person and address of the *Kopi Kemiren Jaran Goyang* home industry in bahasa Indonesia. The customers of this home industry are not only local but also foreign. The lack of information on social media *Kopi Kemiren Jaran Goyang*, this home industry also does not have local guides when there are foreign visitors. So, the owner thought that it would be better if *Kopi Kemiren Jaran Goyang* home industry has a video in bilingual. He said he would upload the video on website. The video provides information for foreign tourists who want to come to the *Kopi Kemiren Jaran Goyang* home industry. So, this home industry can be better known abroad. Foreign customers will come for coffee education tours as well as buy coffee

produced by the home industry, *Kopi Kemiren Jaran Goyang*. Therefore, the writer was interested in making a media promotion for the home industry of *Kopi Kemiren Jaran Goyang* in the form of videos in bilingual or English and Indonesian languages.

1.2 Objective

The objective of this final project was to make a promotional video of *Kopi Kemiren Jaran Goyang* in Kemiren, Banyuwangi.

1.3 Significances

Based on the objective above, the report and the product of this final project were expected to be useful for some parties:

1.3.1 For the writer

The writer applied her language skills such as writing and speaking. Besides, she also applied her language component such as translation as well as computer skills that have been learned in making her product.

1.3.2 For Kopi Kemiren Jaran Goyang Home Industry

Kopi Kemiren Jaran Goyang home industry gets a bilingual video that can be used as a promotional media to attract tourists to come, buy the products.

1.3.3 For the customers

The Customers can know about the products of *Kopi Kemiren Jaran Goyang* home industry.

1.3.4 For the students of English Study Program

The report and product of this final project can be used as references for students of English Study Program who want to conduct a similar final project, especially in making a video as a promotional media.