

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia has rich cuisine diversity. This diversity is due to Indonesia, which is an archipelagic country where the cuisine comes from each region. Indonesian cuisine is an expression of identity and culture which has emerged as a popular aspect of cultural tourism. It is evident that Indonesian cuisine is rich in variety and taste. As such, food can be utilized as a strategic means to boost the tourism industry of the country. Indonesian cuisine is based on the spices produced by each region. One of them is traditional cuisine. Traditional cuisine is made with cooking techniques based on each region's ingredients and traditions or customs. Every region in Indonesia has a popular cuisine that is the identity of the area (Tyas, 2017).

One of the traditional cuisine-producing areas is Bondowoso. Bondowoso is located in the eastern part of East Java province, known as the Horseshoe (*Tapal Kuda*) region. Bondowoso is famous for its area that produces many food products made from cassava, and the most famous is tape (fermented cassava) (Nurhasanah, 2019). Bondowoso tape (fermented cassava) is in demand by various groups because of the distinctive sweet taste of selected cassava (Sari & Herry, N.D.). Tape (fermented cassava) Bondowoso is famous for its sweet taste, which is the characteristic of tape (fermented cassava) from Bondowoso. This traditional cuisine is also a source of income for the community, namely by many sellers of traditional cuisine, especially tape (fermented cassava) as souvenirs of the Bondowoso. Many tape (fermented cassava) entrepreneurs have passed down from their families. Apart from being a source of income, tape (fermented cassava) entrepreneurs are people who preserve this traditional cuisine, especially tape (fermented cassava), which comes from Bondowoso.

Tape 31 Jaya is a souvenir shop that is located in Bondowoso, East Java. Tape 31 Jaya Souvenir Shops Bondowoso sells tape (fermented cassava) and snacks made from tape (fermented cassava). The products of Tape 31 Jaya Souvenir Shop

Bondowoso are produced by themselves, but the place of production is different. The selling of Tape 31 Jaya Souvenir Shop Bondowoso products is also through some agents around Bondowoso and agents at Malang restaurants in Situbondo. In promoting the products of Tape 31 Jaya Souvenir Shop Bondowoso, the owner used social media such as Facebook (Tape Manis 31 Jaya) and Instagram (tape31jayabondowoso). The Facebook is not very active because of the change of employees who also manage Facebook, and the Instagram is still newly created and has very few followers. In offline promoting activities, there were no promotion media could be used, such as a booklet. The owner said that there were no promotion media that contained detailed information about Tape 31 Jaya Souvenir Shop Bondowoso.

Based on the owner's needs regarding promotion media, the writer created a booklet as promotion media so that the target consumer knew detailed information about Tape 31 Jaya Souvenir Shop Bondowoso. It was made in bilingual versions of Bahasa Indonesia for local consumers, and it is expected to reach international consumers, which is in English translation. Tape 31 Jaya Souvenir Shop Bondowoso also needs to have booklets as a print promotion media as a means to promote their products in offline promoting activities. The writer also provided a soft booklet file to the owner of Tape 31 Jaya Souvenir Shop Bondowoso so that it can be used as other online promotional media.

1.2 Objective

The objective of this final project is to make a promotional booklet of Tape 31 Jaya Souvenir Shops Bondowoso.

1.3 Significances

This final project hopefully give some benefits to the following parties:

1.3.1 For the Writer

By conducting this final project, the writer can apply the skills and knowledge that were obtained from English Study Program such as writing, translation, and communication skills.

1.3.2 For Tape 31 Jaya Shops

The product of this final project can be used as a promotion media to introduce and attract more consumers of Tape 31 Jaya Souvenir Shop Bondowoso.

1.3.3 For the Readers

The readers got the detailed information about Tape 31 Jaya Souvenir Shop Bondowoso from the booklet.

1.3.4 For the Student of English Study Program.

This final project can be used as a reference and a model for the other students who conduct a similar final project.