

CHAPTER 1. INTRODUCTION

1.1. Background

Moringa (*Moringa Oleifera L.*) is a tropical plant that is mostly important to be cultivated in West, East, and South Africa, tropical Asia, Latin America, the Caribbean, Florida, and the Pacific Islands (Fahey, 2005). It is classified as one of the *Moringaceae* species that can be found easily in Indonesia. Moringa is also known well as the drumstick tree, horseradish tree, kelor, mlonge, moonga, mulangay, nébéday, saijhan, sajna, or ben oil tree that has been sustained for traditional medicinal and industrial purposes. Moringa grows to be a bush or it can also be a tree with a height of proximately 12 meters and 30 centimeters in diameters. Its leaves have a round shape, small size, greenish to brown by the length around 3 centimeters and 4 millimeters for the width (Universitas Gadjah Mada, 2011).

Moringa is also known as “The Miracle Tree” because parts of the Moringa Tree (leaves, fruit, seeds, flower, skin, stem, and root) are so beneficial (Fahey, 2005). For example, the Moringa leaves, the highness of antioxidants and potassium that are contained on it can treat cancer well. The antioxidant will take part to impede the growth of cancer cells, meanwhile, the potassium will get rid of the cancer cells. Other diseases that barely can be helped by Moringa's antioxidants and potassium are diabetes, obesity, rheumatic, herpes, kidney stone, and heart attack. According to Moyo et al., (2011) nutrition within the Moringa itself were qualified to help the productivity or sustainability of various living creatures. Especially the leaves that contain vitamins, amino acids, and minerals to combat malnutrition for nursing mothers so do the infants. While for the animals, Moringa's nutrition takes a major role to cope with diseases and parasites. These benefits can intensify their productivity.

Since the Moringa is impactful for human health, there are many home industries concerned with it. One of them is CV. Kreatif Marongghi

Centre Community as the beginner local business which is located in Kesilir Village, Wuluhan Sub-district, Jember Regency, East Java. This home industry has launched a Moringa-based product named "Kelir" (*Kelor Dari Desa Kesilir*). It produces "Kelir" in the form of Moringa leaf powder and Moringa tea bags. Moringa leaf powder and the tea bags had achieved funding from the Ministry of Research and Technology of Indonesia on a program Beginner Business Technology Based in 2019. The academy institution that became the mentor for CV. Kreatif Marongghi Centre Community was Politeknik Negeri Jember. Besides, this home industry has a collaboration with another stakeholder to produce Moringa bottled water named "Ajero".

By the potentials owned, CV. Kreatif Marongghi Centre Community which has been pioneered since 2016 was having great enhancement until 2019. Unfortunately, in 2020, which was the beginning of the Covid-19 pandemic in Indonesia, the home industry had through a degrading phase in marketing its products. The social media accounts owned such as *Instagram (@kelir_km2c)*, *Youtube (Kelir Km2c)*, *Facebook (Kelor Kelir)*, and *Twitter (kelirkm2c)* weren't active anymore due to the diminishing of human resources. However, the owner needs promotional media to promote all products from this home industry. The owner suggested the writer makes a bilingual promotional video (English and *Bahasa Indonesia*) which is aimed to gain domestic customers' purchase volume and in the hope, it will be followed by foreign customers later on. Then it will be published on their *Youtube* channel.

1.2. Objective

The objective of this final project was to make a promotional video for CV. Kreatif Marongghi Centre Community that could be used as promotional media to introduce its products to the public.

1.3. Significances

Based on the objective above, this final project could give beneficial impacts for some parties below :

a. For the writer

This final project was her first moment to create a personal project and be the medium to practice her writing and speaking skills that had been learned, such as, Academic Writing that helped her in elaborating the paragraph, Public Speaking that helped her in dubbing, Application of Computer that helped her in using softwares to conduct the final project and Teknik Penulisan Ilmiah that helped her in arranging each chapter.

b. For the Domestic and Foreign Tourist

By the promotional video that published, the information dispers to the domestic and foreign tourists all along. Aside from the information included, it gave the tourists a moment to consider the product as one of their food health supplement.

c. For CV. Kreatif Marongghi Centre Community

The promotional video was specially dedicated to CV. Kreatif Marongghi Centre Community to promote and gives information about the products. This promotional video could also be its medium to provide slights of knowledge about *Moringa Oleifera* that simply can educate people who watch the video.

d. For Student of English Study Program

This final project could be used as a reference for other students in composing their final project soon.