

CHAPTER 1. INTRODUCTION

1.1 Background

Coffee is one of the world's commodities which is cultivated in more than 50 countries. Two species of coffee trees are generally known, namely Robusta Coffee (*Coffea canephora*) and Arabica coffee (*Coffea Arabica*) (Afriliana, 2018). Coffee plants were brought into Indonesia during the Dutch colonial period, which succeeded in making Indonesia as one of the main coffee producing countries in the world to this day. The high public interest in coffee is starting to show. From making coffee – based drinks to drinking them. For example, people's enthusiasm for coffee. The way people drink roasted coffee has shifted from making coffee manually to making coffee instantly.

Since long ago, most people of Jember like to drink coffee and chocolate than others. The people of Jember like to drink coffee in the morning before their activities because drinking coffee is considered to eliminate sleepiness and improve the performance of body parts, such as the heart, lungs and others (Hastuti, 2018). In addition, coffee is also useful for increasing energy, improving brain performance and avoiding stress and despair (Pratiwi and Sodik, 2018). The impact of drinking coffee in excess is that can make the intestines become more active in digesting food. Besides coffee being a popular commodity, coffee can also be made into various foodstuff such as ice cream, espresso, americano, cappucino and latte.

Cocoa is one of the plants whose processed products can be used as ingredients for chocolate drinks and the skin can be used as the main ingredient for making cosmetics. Indonesia is one of the main cocoa producers in the world. When viewed from the growth of world consumption, cocoa has a large potential. Cocoa powder, chocolate and other processed cocoa products have been known for decades. These products have been widely consumed throughout the world, because they have a good effect on human health. Jember Regency is East Java's second largest coffee – producing area after Malang Regency, this was stated by Azizah (2020). In addition, Jember Regency is also an educational tourist spot for the Coffee and Cocoa Research Center in Indonesia, in this case is also called

Puslitkoka (Sadiyah, et. al., 2020). Within 18 months, Puslitkoka has been visited by 624 people and has become an alternative tourist attraction for the people of Jember and its surroundings. For this reason, Jember Regency government will develop and build coffee and cocoa – based Small and Medium-sized Enterprises (SMEs) to improve the people's economy. This was conveyed by the Regent of Jember in a Focus Group Discussion at the Coffee and Cocoa Research in Jember.

Puslitkoka is a national non – profit institution that carries out main tasks related to the cultivation and processing of coffee and cocoa products, which include technological innovation, technology transfer service activities and human resource development activities which are all related to coffee and cocoa cultivation. Puslitkoka was established on January 1,1911 with reference to the Decree of the Minister of Agriculture No.786/Kpts/Org/9/1981. Currently the management is under PT. RPN (*Riset Perkebunan Nusantara*), which has a vision of becoming a leading international standard research institution by 2025 (Indonesian Coffee and Cocoa Research Institute, 2011). Apart from being a research institution, Puslitkoka is also an educational tourist spot that can be used as a place of learning for the community and other educational institutions (Andrian, 2018). Puslitkoka is located on Jl. PB. Sudirman No. 90 Gebang, Nogosari, Kecamatan Rambipuji, Kabupaten Jember, Jawa Timur. The products produced by Puslitkoka include premium cashew milk bars, premium milk, Komik (Kopi Minim Kafein), pure arabica coffee, Blended Coffee, Ereksa Ginseng Coffee and Instant Ginger Coffee. Puslitkoka has several missions, namely First, to be a pioneer in the advancement of the coffee and cocoa industry. Second, become a partner of business actors with the government in developing new technological innovations. And Third, become a center for information and human resource development to increase competitiveness.

Because Puslitkoka is a tourism educational institution, there are several supporting facilities in the form of experimental gardens, plant breeding laboratories, soil physics laboratories, soil chemistry and soil biology laboratories, yield processing laboratories, quality control laboratories, information & training centers, libraries with a fairly complete collection of books and of course supported

by garden tourism facilities which are quite interesting (Indonesian Coffee and Cocoa Research Institute, 2011).

Puslitkoka has created a booklet company profile as a medium for communicating the institution with the public. It's just that the existing booklet company profile is considered not yet or does not contain all objects (activities or products) to be promoted. In addition, the design of the booklet company profile previously owned by Puslitkoka was deemed less attractive. A less attractive design can be a consideration for clients in assessing the quality of the services offered. Therefore, it is necessary to improve the booklet design so that Puslitkoka can compete with other event organizer companies that are also able to offer their services with attractive packaging. Booklets company profile are also still made in Indonesian only, so that it is considered unable to optimally introduce Puslitkoka globally or internationally. Referring to these conditions, the authors are interested in looking for a new paradigm regarding information and promotion, which is based on the inadequate information and promotion at Puslitkoka. The author assesses the use of a new booklet company profile which is considered capable of being an appropriate medium and suitable for delivery that contains many messages, because the booklet consists of sheets of paper into a practical booklet to use. The advantage of booklets is that they use printed media. The delivery of booklets can be done at any time and adapted to situations and conditions.

Making a booklet, in this case done in English, is necessary for several reasons. First, global developments require adjustments from each institution regarding the use of language that is acceptable to the wider community. Second, the market segment which is the target of Puslitkoka will be wider not only domestic but also foreign markets. By using and choosing English vocabulary appropriately and which the public can understand well, the promotion of Puslitkoka will have persuasive power to persuade the public to know and know the products offered by Puslitkoka. Referring to these arguments, this study aims to determine the use of booklet company profile in promotional activities at Puslitkoka.

1.2 Objective

The Objective of this final project is to make a promotional media in the form of booklet for Company Profile Puslitkoka.

1.3 Significances

Based on the objective above, the report and the product of this final project are expected to be beneficial for the following parties.

1.3.1 For the writer

By the writing this final project specially about making booklet, the writer able to apply grammar and translation skill on writing skill, and also able to improve knowledge about coffe and cacao especially in making booklet as promotional media for edutourism in Puslitkoka.

1.3.2 For the Management of Majestic Puslitkoka

In order to promote Puslitkoka, Puslitkoka management can use this Puslitkoka Company Profile Booklet as a promotional media product that can help customers understand the tour package services offered by Puslitkoka.

1.3.3 For the tourist or prospective customer

Puslitkoka management can use this Puslitkoka Company Profile Booklet as a promotional media product that can help customers understand the tour package services offered by Puslitkoka. The Puslitkoka Company Profile booklet is also useful in helping visitors to find out information about Puslitkoka's Edutourism services, and hopes that customers can get the services available at Puslitkoka well and easily.

1.3.4 For the Students of English Study Program

Especially for students, the Company Profile Booklet of this Final Project can be used as a reference for Student of English Study Program who will conduct the same topics for their final project with different places for their project.