

## CHAPTER 1. INTRODUCTION

### 1.1 Background

Tape or Tapai is one of many traditional culinary from Indonesia, it is made from glutinous rice or cassava. it produces by fermenting cassava using ragi, this main ingredient contains mold, yeast, lactic acid bacteria, & amylotic bacteria. The fermentation process takes 2-3 days until tape is ready to serve. Its sweet and sour taste along with affordable price makes tape quite unique among other Indonesian traditional foods.

Tape is a versatile material that can be created into various foods and this makes tape quite popular among Indonesian. The fact leads people to create a brand new food innovation using tape which is not only the original form of tape produced, but also some variants of tape-based foods as well. There are many kinds of tape-based snack variants such as prol tape(soft & solid textured sponge cake) , pia tape(round-shaped cake made from baked flour dough), sweet tape, toasted tape, and others. Tape also becomes an additional ingredient of several Indonesian icy drinks, for example like mixed ice(contains bread, avocado, jelly, sugar palm fruit with sweet syrup) or *es campur*, doger ice(made from coconut and milk), and tape ice(tape with added coconut cream and nata de coco). Based on many varieties of tape, a lot of Indonesia people in all ages love this traditional cassava processing food(Novia et al., 2018).

A city that popular for its tape cuisine is Bondowoso, East Java. Many tape manufacturers come from this city. Tape has become an icon of Bondowoso City in terms of typical traditional cuisine which is so crucial to be promoted more widely whether within the country or overseas. Even tape's popularity has penetrated

international market, only a few tape home manufacturers that have already exported the product overseas. Based on this issue, tape possesses a good potential to be better known internationally.

One of the tape manufacturer in Bondowoso is Tape 31 Jaya. This company was established around year of 70s and reached its prime time in 80s when the company received the achievements from the Indonesia second president, Mr. Soeharto. It is also known as one of the first and the oldest tape manufacturer in Bondowoso in which later, many similar manufacturer established in this city. As the pioneer of tape in Bondowoso, Tape 31 Jaya has its own customers for almost 53 year of operation.

However, Tape 31 Jaya manufacturer recently is unable to export its products. The manufacturer has difficulty to promote and to introduce its products to be known more widely to the public. Based on the preliminary study and short interview with the Tape 31 Jaya owner, one of the issues is that the lack of promotional media to promote their product. Tape 31 Jaya had only a Facebook account as promotional media which is inactive anymore due to the employee who take care of it has resigned. It becomes difficult for people to notice the existence of the company, especially for people who previously never known about it. Recently the company has just created an official Instagram account, @tape31jayabondowoso. However, the content of its posts are less attractive and interesting to have people's attention. Its content just photos of products with quite short caption mentioning about the prices and size of each item without any further description, persuasive sentence, or unique caption. The lack of advertising instruments can affect its product sales and revenue, which is equal to the company's market survivability. Those excuses led the writer to initiate making promotion media that can attract more consumers.

Due to the efficiency, speed, and interesting content of promotion media, it raised a solution to construct visual media in the form of a promotional video by using bilingual, English & Bahasa Indonesia to reach local and international consumers. Currently Tape 31 Jaya market area only around the Java region, the owner aims to make its products capable to be exported overseas and gain more

foreigner customers. The purpose of choosing a video platform is to inform and show to the people the informative content such as kinds of tape based snack variants (product), and brief information about the production process. The video is quite flexible that it could be put in various media such as in the government tourism office, in television by paying advertising charge or it could be upload freely using online media such as Instagram and Youtube. Especially in online media, the video might reach international market effectively due to the worldwide usage of social media. Recently, many people receive information from internet which is one of the contents within it is in the form of video. Based on the excuses above, a video promotion media possessed a high probability to be noticed by a lot of people and able to attract them to use the product offered. Hopefully, it would be helpful for Tape 31 Jaya's market progress to be used for their advertising or promoting tool.

## **1.2 Objective**

This final project aims to make a promotional video of Tape 31 Jaya Bondowoso.

## **1.3 Significances**

There are several positive output of this final project for various parties :

### **1.3.1 Writer**

The writer can apply the skills he acquired from The English Study Program, Politeknik Negeri Jember. The skills like, speaking, writing, and translation help the writer to accomplish this project.

### **1.3.2 Tape 31 Jaya Bondowoso**

The final project product can be used by Tape 31 Jaya as their new media to introduce their product and attract more consumers.

### **1.3.3 Readers/Customers**

Customers will get detailed information about Tape 31 Jaya product by watching the video through its official social media account or any other public media. Hopefully, it can attract them to purchase the product offered.

### **1.3.4 Students of English Study Program**

This final project can be a reference for other students of The English Study Program who will conduct a similar final project in the future.