

CHAPTER 1. INTRODUCTION

1.1 Background

Lumajang is a small city located under the slope of Semeru mountain, East Java, Indonesia. This city has a great potential in farming because the soil is very fertile. There are many farmer plant vegetables and fruits, like cabbage, onion, garlic, spinach, orange, coffee, coconut and banana. One of the most popular icons in this town is banana, especially Agung banana. Lumajang regency is one of the banana production center in East Java having high diversity of banana germ plasm (Prahardini *et al.* 2010). In Lumajang, there are a lot of entrepreneurs handled banana plants to be processed into banana chips. Banana chip is a food made from sliced banana, then fried using seasoned flavour. Therefore, Lumajang is called as “banana town” or also known as “Kota Pisang” in bahasa Indonesia.

UD Raja Rasa already becomes a home industry that runs banana chips business in Lumajang since 2009. It is located in Pasrujambe Village, Lumajang regency. In making banana chips, this home industry used many kinds of banana fruits, for example Raja Nangka Banana, Agung Banana, and Embug Banana. Banana chips of UD Raja Rasa has three flavours, they are original, sweet and salty. Not only in Lumajang, this home industry also sells the product in other cities, such as Surabaya and Batam. Besides, UD Raja Rasa usually exports the product abroad, such as Hongkong, biweekly. In this home industry, it still uses traditional method in production process. The owner decided to hire employees to produce banana chips.

The writer conducted a preliminary study to the owner to get some information about the promotional media in UD Raja Rasa. Based on the result of the interview, the owner said that UD Raja Rasa has no promotional media. The selling of this home industry still used word of mouth. It happened when the customer who already bought banana chips, introduce or promote to another person. Meanwhile, the owner also said that she wants to introduce UD Raja Rasa to many targets in detail, they are local and foreign customer. The owner said that she needs a promotional media that can explain completely about the information

of this home industry and the promoted product to the prospective customer. The owner also said that sometimes she found difficulties to explain the detail information about the product.

Then, according to the owner statement, the writer recommended her a solution to make a booklet as promotional media in UD Raja Rasa. It will help the customers of this home industry to get detail information about promoted product. This media also will helpful for many customers who did not have any social media.

Based on the statement above, it can be concluded that UD Raja Rasa needs a booklet as promotional media. Booklet is a book to promote a company or home industry and it will give a lot of information about the promoted product. The booklet was written in bilinguals, they are English and Bahasa Indonesia. It is related with the owner's trading abroad. So, the writer decided to make booklet as a promotional media of UD Raja Rasa, because it can give detailed information about the promoted product.

1.2 Objectives

The objective of this final project is to make a booklet as promotional medium of Keripik Pisang UD Raja Rasa, Pasrujambe, Lumajang.

1.3 Significances

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

1.3.1 The Writer

The writer can apply her skill in writing and translating (for the content of booklet).

1.3.2 The readers

The readers will get more detail information about Keripik Pisang UD Raja Rasa.

1.3.3 The Home Industry of Keripik PisangUD Raja Rasa

UD Raja Rasa can use the product to promote and give the detail information to the domestic and foreign customers.

1.3.4 The students of English Study Program

The students of English Study Program, especially in Politeknik Negeri Jember, can use this final project as a reference when they want to conduct similar product.