

## CHAPTER 1. INTRODUCTION

### 1.1 Background

Jember is a city located at eastern of Java province that has variety of ordinary delights which originally from this city, another city and also another country. This city also has variety of food in each area, such as kind of culinary product from the location, innovation food, and the ordinary food that become a characteristic of Jember city, one of them for is *pia Kepel* Jember. Moreover, many tourism objects or destination in culinary field, shopping center of souvenir and foods from every city that has tourism object, and even some places to produce food such as the location that is characteristic for several areas.

Jember also famous with their innovation of food, one of them is *pia Kepel*. *bakpia* or *pia* is an innovation and processed food product from one of the location in Jember. This food was firstly famous in China. As time went by and the spread of Chinese trade, this food has become famous in several country, especially Indonesia.

*Pia Kepel* Jember is located at Gajah Mada street, alley 28, No. 46, Jember Kidul, Post Code 68131, Kaliwates sub-district, Jember districts, East Java. This the location has been run since 2011. the location of *pia Kepel* Jember has promote their product to their customers who gives the information about *pia Kepel* to another people and using some of social media, such as Facebook with the account name is Cerceremen, Instagram with the account name is cerceremen\_jember, and Whats App with the number is +62857 4667 6993. The late update information of Facebook and Instagram is on 27 August 2021 about some pictures, a video of *pia Kepel*, and the owner's activities. Both of those social media account has sustainability between the contents and the information related with the product. In addition, the owner needs to find another promotional media that can promote their product in form of printed media promotional.

Based on the information from the owner, there is no printed promotional media for this product is in the form of booklet. So, the owner want to have printed media of promotion then this booklet can be given to the customers, grocery store and the home production itself. This booklet will be given to the owner in PDF file. Then the owner can upload on their social media of the location of *pia Kepel Jember* in form of link or the owner would put the booklet file in their social media to give complete information about the product. The booklet would be in bilingual, in Bahasa Indonesia and English. Hopefully, The bilingual booklet would make the product to be well known not only in Indonesia but also foreign customers.

## **1.2 The Objective**

The objective of this final project was made a promotional booklet of *pia Kepel Jember* to promote the product to the society and give complete information about the location of *pia Kepel Jember*.

## **1.3 Significances**

Related with the objective above, this final project was gave some beneficial to the following parties:

### **1.3.1 For the Writer**

The writer apply her English skills in writing the script, and reading skill to develop the content of booklet. The writer also apply her ability in translating the script from Bahasa Indonesia to English.

### 1.3.2 For the Customers

The customers can get more complete information about *pia Kepel* Jember.

### 1.3.3 For the the location of *pia Kepel* Jember

The product or promotional booklet can help the owner of *pia Kepel* Jember to promote and attract more customers.

### 1.3.4 For the Students of English Study Program

The report can be used as a reference for the students who wants to conduct the same project.