

CHAPTER 1. INTRODUCTION

1.1 Background

Moringa, the sole genus in the family of plants moringaceae *Moringa oleifera*, is one of the 14 species of family Moringaceae, native to India, Africa, Arabia, Southeast Asia, South America, and the Pacific and Caribbean Islands. It ranges in size from tiny herbs to massive trees, with 7-12 meters in height (Ukpaka, 2016). The stems are woody (ligneous), straight, brownish white colored, thin-skinned, and easily broken. The branches of it grew in a vertical direction (Tilong, 2012). The leaves are oval shaped and can be used as food sources. Moringa also has fruit which is also belong to one of the vegetables in Indonesia. Beyond any doubt, Moringa has proven to be very beneficial for humans because of the vitamins and minerals it contains. Therefore, many home industries are concerned about Moringa because of its impact on human health. One of those home industries is CV. Kreatif Marongghi Centre Community, which placed in Jember, East Java.

CV. Kreatif Marongghi Centre Community is located in Kesilir Village, part of Wuluhun Sub-District, Jember Regency, East Java. It is a home industry which produces kinds of herbal medicine specifically Moringa. This home industry could be mentioned as prospective business since it boosts the benefits of Moringa itself. Moreover, public believe that this herbal medicine can supports their health in any condition.

The writer did an interview with Mr. Imam as CV. Kreatif Marongghi Centre Community owner on the preliminary study. The writer found that the establishment of this home industry is in 2016 and produced "Kelir", a Moringa-based product which is the abbreviation of "Kelor Dari Desa Kesilir". From "Kelir" brand, this home industry invented some products which are Moringa teabags and leaf powder. The Ministry of Research and Technology of Indonesia has appreciated the invention of Moringa teabags and leaf powder from this home industry and give a fund to the owner on the 2019 event of Beginner Business Technology. Furthermore, this home industry has partnered with another home industry to make "Ajero", which is a bottled Moringa water. From the improvement

itself, it can be concluded that this home industry has so much potential to keep growing in the future.

This home industry has some social media, such as Instagram (@kelir_km2c) and Facebook (Kelor Kelir). Their Instagram first posted statuses in 2017 and continued to run until 2019, while on the Facebook, there are only 3 post so far. The latest post was on December 7, 2018. Both social media accounts were handled by the owner and contained documentation of events he attended as the representation of the home industry. However, the owner stated that disseminating information about products on Instagram implied slight improvement in increasing sales. Also, they do not have employee to handle the social media section in this home industry, and it only relies on private photos from the owner. Apart from the promotion in social media, this home industry also contributed to events and bazaar. While promoting the product in those events and bazaar, the owner stated that he needed a printed promotional media so that the information about the products and benefits can be delivered directly to both local and international customers. The uniqueness and transformation of the Moringa to kinds of its product can fascinate foreign customers. Also, from the situation itself, the owner wanted to have additional promotional media in the form of printed bilingual booklet. Beside the flexible aspects, printed booklet can present the credibility and trust that the home industry provides to the customer itself.

This small range business is still standing today despite being affected by the COVID-19 pandemic. The impact of the pandemic is a decrease in sales obtained by this business and a decrease in promotional asset by the owner. Therefore, the owner wants to rise up his business to be a bigger home industry than before. To reach this purpose, he needs promotional media in form of a bilingual booklet to carry on the business. Booklet is a part of printed media in a book form purposed as promotional media of product (Armyn & Heldi, 2019).

1.2 Objectives

The objective of this final project is making a booklet for CV. Kreatif Marongghi Centre Community. The booklet produced could be used as promotional media to introduce its products to the public.

1.3 Significances

Based on the objective above, the booklet and the report of the final project could give beneficial impacts for some parties below :

1.3.1 For the writer

This final projects can be a good chance for the writer to improve her skills and ability. In the process of making this final project, the writer hone the ability to make a scientific paper such as final project proposal. Moreover, the writer can apply the knowledge that she gets in many subjects, such as Vocabulary, Translation, Academic Writing, and Teknik Penulisan Ilmiah. In addition, the writer will get a lot more information related to Moringa in detail.

1.3.2 For the Domestic and Foreign Costumers

This final project can be an option to promote CV. Kreatif Marongghi Centre Community in one of the home industries that sell Moringa-based products. It also can be used to introduce and promote the products to both domestic and international customers.

1.3.3 For CV. Kreatif Marongghi Centre Community

The booklet can be an option for disseminating information to the public or potential buyers related to CV. Kreatif Marongghi Center Community.

1.3.4 For Student of English Study Program

This final project can be used as a reference to make booklet for English Study Program students who will do similar final project.