

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is a country that produces many variety of spices. Ginger (*Zingiber officinale*), turmeric (*Curcuma longa*), caraway (*Carum carvi*), galanga (*Alpinia galanga*), nutmeg (*Myristica fragrans*), and tamarind (*Tamarinds indica*) are the examples of spice that can be found in Indonesia. People in Indonesia consume lot of spices to help them stay healthy. They consume these spices by eating them directly after peeling the skin or process it into traditional drink. By consuming traditional drink every day, they can maintain health. According to Lestari (2011) the benefits of consuming traditional drink are to treat a disease, preventing future diseases, and as healing drugs. The variety of spices make Indonesian people easier to create their own herb drink or medicine.

In Jember, there is a home industry which process spices into a traditional drink; Jember Green Herbalist. It has been established in 2018 and sells various traditional drinks in powder and extract. The products are packaged in stand-up pouch bag to keep the quality and reduce the damage of the products when the product was shipped.

The products from this home industry have been sold in several places such as Bali, Lombok, Surabaya, Yogyakarta and Batam. The customers of the products are not only from cities in Indonesia but they also send the products to Singapore. It is proved that the products of Jember Green Herbalist already received by public. Every two weeks, they can sell around 1500 packs, so in a month they can sell around 3000 packs. This facts open more opportunity to sell the products nationally and internationally as well.

To expanding its marketing area, the owner used some social media such as Instagram, Telegram, Facebook, and WhatsApp. In Instagram and Telegram, the owner only updates about the products including the benefits of each products and their activities. In Facebook, the owner only updated about the products and the

location of Jember Green Herbalist in several cities. In WhatsApp, the owner only received the orders from their agents. This information based on the preliminary study that already been done by the writer to the owner. Unfortunately those media need to be added to complete the promotion tools. Promotion is an important thing that helps a place or business like Jember Green Herbalist introduce its products. After having a short interview with the owner, the writer decided to help this home industry by making a website as an additional promotional media to promote the products wider. By using the website, the writer hoped that Jember Green Herbalist is better known and can increase sales. It is related to the benefits of having a website such as widely accessed by customers, more content can be uploaded, the design can be adjusted and various features can be utilized. In addition, website is a kind of icon of a particular business to show its existence and credibility. The website wrote in two languages, those were Indonesian and English. The writer used two languages website because it can help the customers to understand the content of the website. People from Indonesia can choose the Indonesian version website and foreign people can choose the English version website.

From the explanation above, the writer made a website of Jember Green Herbalist as an additional media to complete social media that already been available. The website designed as unique as possible to present the characteristic of the products. It is hoped it could be an effective promotional media to introduce and promote the products of Jember Green Herbalist.

1.2 Objective

The objective of this final project is to make a website for Jember Green Herbalist.

1.3 Significances

The significances for this projects are:

1.3.1 The Writer

The writer can apply the skills in writing, translation and computer during making the website.

1.3.2 The Student of English Study Program

This final project can be used as a reference by the students of English Study Program especially for who took the similar project.

1.3.3 Jember Green Herbalist

This website can be an additional media for the owner to promote the products to the customers.