

CHAPTER 1. INTRODUCTION

1.1 Background

Coffee has grown a lot in several regions of Indonesia, such as Lampung, Aceh, and East Java. Bondowoso is one of the districts in East Java that has developed its coffee products. The government in Bondowoso has declared *Bondowoso Republik Kopi* (BRK) to promote their coffee product and help the economy of the locals, especially the farmers. After the government declared BRK in 2016, the farmers can easily collaborate with the owner of a coffee shop or café to contribute to the crops of the coffee plantations. There are many cafés in Bondowoso, such as Tjapdaoen Café, DRK Café 'n Resto, PhotoKopi Coffee House, etc. And one of the cafés in Bondowoso is Nyok Café and Eatery. It is located in Jl. Diponegoro, 156, Bondowoso.

To collect information about Nyok Café and Eatery, the writer did a preliminary study with the owner of Nyok Café and Eatery. He mentioned that his business began by selling a coffee product called Nyok Coffee. Nyok Coffee is a rebranding product from the local farmers in Sukosari sub-district, Bondowoso. In other words, the farmers help the owner to supply and produce the coffee. However, the owner wanted to develop the coffee brand, so he decided to build a café and eatery and sell the coffee products in the café. Nyok Café and Eatery was established on October 2020. Nyok Café and Eatery sell three types of coffee, there are Blend coffee, Arabica coffee, and Robusta coffee. The owner mentioned that the customers could taste the coffee product in the café. As the writer mentioned before, the production of Nyok coffee is from the local farmers in Sukosari, customers who have curiosity about how the production of Nyok coffee can come and see the production of the coffee directly. In addition, people who want to learn how to roast a coffee bean from the coffee cherries until the coffee product also can come to Sukosari sub-district.

Based on the results of the preliminary study, the writer also obtained information about social media as a promotional medium of Nyok Café and Eatery. There are Instagram (@nyokcoffeeindonesia), TikTok

(@nyokcoffeeindonesia), and YouTube (NYOK ENTERTAINMENT). However, the social media that is still active is Instagram, it is contained photos and videos of products of the Nyok Café and Eatery, and they posted some information through the Instagram story as well. Meanwhile, the owner never posted any videos on TikTok, but there is a link connected to the Instagram account. On the YouTube channel, the last post was in September 2022 and the owner posted videos of live music facilities showing the ambiance of Nyok Café and Eatery. These social media only provide a little information about the description of the products and the facilities that Nyok Café and Eatery have. Therefore, the owner wanted a new promotional media that the customers could access all of the information through one media called website.

According to (Al-Sakran & Alsudairi, 2021), the capacity of a website to contain clear information and services is efficient because the navigation is easy to use. Besides that, in this digital era, people can easily get information through the internet using their gadgets. Thus, the writer proposed to make a website as a promotional medium for Nyok Café and Eatery. Website is one of the promotional medium that the owner of a business can use to promote and share any information about their business. On the other hand, all of the social media that are already existed could be accessed from the website. The making of website will be in bilingual version, Indonesia language and English. A bilingual website is expected to help the business owner to reach a wider market and help the foreign customers to get the information.

Based on the situation above, it can be concluded that the writer decided to make a promotional media in the form of bilingual website for Nyok Café and Eatery. Noriega and Blair (2008) stated that the use of bilingual website could lead an intention of the consumer because it is a sign of consideration for the consumer to buy a product. The making of bilingual website is to promote Nyok Café and Eatery in two languages, help the customers to buy Nyok Coffee products, seek information about the café, and get to know the schedule of the live music that Nyok Café and Eatery provides.

1.2 Objective

The objective of the final project is to make a website as a promotional medium for Nyok Café and Eatery Bondowoso.

1.3 Significances

The product of this final project could bring some benefits to the following parties:

1.3.1 For the Writer

The writer can improve writing skill by making the script of the product, translation skill when translating the script, and computer skill when designing and making the product of the final project.

1.3.2 For the Owner of Nyok Café and Eatery

This product can help to promote and introduce Nyok Café and Eatery widely through one media.

1.3.3 For the Students of the English Study Program

This project can be reference for students of English Study Program who wants to make a similar project.

1.3.4 For the Customers of Nyok Café and Eatery

This product can help Nyok Café and Eatery customers to find more about the Nyok Coffee products, complete information about the place and facilities provided by the café.