

## CHAPTER 1. INTRODUCTION

### 1.1 Background

Indonesian people have a unique brewing method called *Tubruk* coffee, which uses sugar to brew coffee powder and leaves the coffee grounds (Febrianti, 2021). *Tubruk* coffee uses the immersion method, which means the coffee grounds are kept until the end of coffee enjoyment. This means there is no time limit for brewing time, which makes the *Tubruk* coffee unique (Putra, 2017). In Indonesian culture, drinking coffee is means to unwind or interact with family members or other communities. Drinking coffee has long been a habit for Indonesians, both at home and in public spaces like coffee shops featuring traditional cultural characteristics of the local region called *Angkringan*.

*Angkringan* exist since 1950 in Yogyakarta, Indonesia. Besides, *angkringan* is a place for people with different backgrounds (Gumulya et al., 2017). In Indonesia, coffee shops can be found all over the city because Indonesia is one of the largest coffee-producing countries in the world (Fernanda & Setyastuti, 2020), especially in Java, Bondowoso to be precise. Therefore, Bondowoso's café shops have sprung up, one of them is Nyok Café and Eatery Bondowoso, which is located at Jalan Diponegoro No. 156, Kotakulon, Bondowoso.

Nyok Café and Eatery Bondowoso is a small restaurant with a modern style called Café in Bondowoso that focuses on providing Bondowoso local coffee, modern food and drink, especially for the coffee variant. Nyok Café and Eatery provides dine in service and packaging, but the writer focuses on dine in service. Nyok Café and Eatery have 66 variated menus including food and drinks with seven best-selling drinks, including coffee variants, namely Nyok Creamy Coffee, Ice Coffee Baileys, Coffee Caramel, Coffee Brownsugar, and Coffee Hazelnut, Coffee Strong and Coffee Jamaican Rum.

Different with others, Nyok Café and Eatery Bondowoso have unique service by offering coffee cupping, especially for Arabica coffee based. This service makes it

easier for visitors to choose the right coffee drink. In addition, visitors can take some pictures in every corner of the cafe because Nyok Café and Eatery has many photo spots, which are very unique, modern and vintage. This facility can bring convenience to customers while enjoying food and drinks. In addition, Nyok Café and Eatery offer live music every day, in the evenings. Nyok Café and Eatery also participated in coffee event called *Festival Kopi Bondowoso* to promote more about the coffee products offered. Besides, Nyok Café and Eatery already have several staffs with an annual salary of around 1 million. In addition, Nyok Café and Eatery also have two branches in Jember. It is at Jalan Jawa No. 24 and at Jalan Dr Wahidin, Kalisat Regency.

Based on a preliminary study, Naufal Gustia Marsyadhia, the owner of Nyok Café and Eatery Bondowoso surely wishes his café to be known to the wider communities, since he only sees 1.000 customers a month. Therefore, the hopes of the owners may exceed the number of visitors per month. Currently, the promotion was only available through multiple social media, namely Instagram (@nyokkopiindonesia) and online purchases via WhatsApp (082232579507). Even if there are earlier advertising media, the owner wants to do more publicity because many tourist attractions in Bondowoso were frequented by foreign tourists, so the owner hopes having a bilingual media promotional for the convenience of foreign/local tourists. Therefore, the writer provides a booklet that is more flexible and can be carried and use anywhere (Andreansyah, 2015), also e-booklet to make it easier and can reach everywhere by visitors.

The owner of Nyok Café and Eatery Bondowoso accepts the writer's offer to make a bilingual booklet as well as possible based on a variety of menus and facilities to be better introduced to all social circles through pictures. So, the writer will make a booklet about Nyok Café and Eatery Bondowoso, as definition of the booklet was a medium printing in the form of a book that provided any information what the writer wanted to convey (Gemilang & Christiana, 2015).

## **1.2 Objective**

The objective of the final project was to make a bilingual promotional booklet for Nyok Café and Eatery Bondowoso.

## **1.3 Significances**

The importance of the report and the product of this final project was to be helpful and provide significant feedback to several parties.

### **1.3.1 For the Writer**

The writer could apply her writing skill when making a script and apply translation skills in translating information about the product and all of the facilities in Nyok Café and Eatery Bondowoso.

### **1.3.2 For the Owner of Nyok Café and Eatery Bondowoso**

The owner of Nyok Café and Eatery Bondowoso could use this booklet as a resource to promote and introduce his Café and products.

### **1.3.3 For Visitors or Readers**

The product of this final project could help customers or readers to get more information about Nyok Café and Eatery and its products.

### **1.3.4 For Students of English Study Program**

This final project could be a references and guidebook for students of English Study Program Politeknik Negeri Jember, who will adopt the same type of final project, especially making a promotional booklet.