

CHAPTER 1. INTRODUCTION

In this chapter, the writer explains about the introduction according to the topic in the final project, including the background, objective and significances.

1.1 Background

Indonesia is a developing country that is rich in potential natural and human resources in the form of fauna such as cats, rabbits, goats, and cows. A possible fauna resource to be developed are dairy cows. Hartanto (2015) stated that dairy cows are milk-producing livestock. In addition, dairy cows are one of the economic commodities in the livestock sector, which helped people meet their daily needs for animal protein. The development of a dairy farming business described quite a significant business potential due to the increasing demand for milk yearly. The purpose of developing this dairy cow's business aims to increase milk production and dairy farming.

One of the industries that develops dairy cows was Rumah Susu KUD Argopuro. Rumah Susu KUD Argopuro was located in Jl. Rengganis, Krucil, Probolinggo, East Java. Rumah Susu KUD Argopuro was originally an outlet that sold processed milk from KUD Argopuro. The outlet received a positive response from consumers, eventually becoming Rumah Susu. Based on a preliminary study with a manager, about 80% of Rumah Susu KUD Argopuro are outside the Krucil area. Total sales reach 200 to 800 liters per day. Mainly, the visitors of Rumah Susu KUD Argopuro consist of families and teenagers. The uniqueness of the milk house is the variety of dairy products that are processed with a variety of both drinks and food. Rumah Susu KUD Argopuro had visitors from the local area and foreign peoplesuch as Netherlands, France, and Japan. As visitors, we can enjoy all the products sold by Rumah Susu KUD Argopuro, such as food and drinks. Visitors can also take away the products they wanted to buy. Rumah Susu KUD Argopuro also had educational tours for dairy farms. Study tour groups usually visit the educationaltours belonging to

Rumah Susu KUD Argopuro for preschool (PAUD), kindergartens (TK), elementary schools (SD), junior high schools (SMP), and senior high schools (SMA). Furthermore, the visitors also immediately enjoy a glass of fresh milk there. Then the visitor also got a liter of fresh milk to take home. Educational tour for dairy farms is also beneficial for educating the community about the importance of consuming milk and all milk-related processes.

Rumah Susu KUD Argopuro also has a Nomor Kontrol Veteriner (NKV) certificate, which is by the Central Animal Husbandry Service currently required. It means that all processed products of animal origin must have an NKV. The NKV certificate consisted of three levels, namely level 1, level 2, and level 3. The first level can export, the second level can sell products across provinces in a country, and the third level can trade between regions in an area and can ship it. Rumah Susu KUD Argopuro is currently at level 1 and supports registering their processed products with BPOM (Badan Pengawas Obat dan Makanan).

Based on interviews conducted as a preliminary study with managers, Rumah Susu KUD Argopuro had social media such as WhatsApp, Facebook, and Instagram. WhatsApp was used to handle orders and purchases of products produced by Rumah Susu KUD Argopuro. Meanwhile, the Facebook named "Rumah Susu Krucil" had not been updated since 2020. For Instagram, the name is @rumahsusu_krucil had also not been updated since 2021. In addition, KUD Argopuro Dairy House still needs a website. The reason why Rumah Susu KUD Argopuro should have a website is that the website is a basic tool and more easily trusted by people if a company has a website, the website reaches many people and provides complete information, can be connected with social media owned by Rumah Susu KUD Argopuro, can make the website more effective, and the website is easier to make.

Based on the problem above, the manager suggested the writer to make a bilingual website for Rumah Susu KUD Argopuro as a promotional medium. The purpose is to make Rumah Susu KUD Argopuro known to the public. The website also

had advantages compared to other promotional medium, such as easy access to find completed information about Rumah Susu KUD Argopuro as expected by the manager.

1.2 Objective

The objective of this final project is to make a website for Rumah Susu KUD Argopuro that can be used to promote it to the wider range of communities or foreigners.

1.3 Significances

Based on the objective above, the significant reports and products from the final project provide benefits for the following parties.

1.3.1 The Writer

The writer got some opportunities to apply the ability in English skills and computer skills by making a bilingual website.

1.3.2 Rumah Susu KUD Argopuro

The website helped to promote Rumah Susu KUD Argopuro to a broader range of potential customers. Because the website was accessible to all Internet users. Besides, it was hoped that these potential customers become aware of this Rumah Susu KUD Argopuro product when they access the website, and the manager can increase the product sold.

1.3.3 The Customers

The website can educate customers and give them information about RumahSusu KUD Argopuro such as the products, prices, contact person, social media and location of Rumah Susu KUD Argopuro.

1.3.4 The Students of the English Study Program

The students of Politeknik Negeri Jember, particularly in the English Study Program, can use this final project as a reference for conducting their final projects to improve and assist students in sustainability and renewal related to the promotional medium.