

## **CHAPTER 1. INTRODUCTION**

### **1.1 Background**

Bondowoso, a city in Indonesia, is known for producing high-quality coffee beans. Bondowoso coffee is a popular beverage made from roasted coffee beans. Besides, Bondowoso has a branding called Bondowoso Republik Kopi (BRK) (Handini, 2020). BRK is involved in developing coffee commodities, and local coffee products, and strengthening Bondowoso's identity as a renowned supplier of high-grade Robusta and Arabica coffee beans. The presence of BRK influenced the rise in sales of the coffee business. Since BRK has a good image presence shown in public.

One of the coffee businesses in Bondowo is Nyok Kopi Coffee Beans Packaged. Nyok Kopi Coffee Beans Package is Nyok Cafe and Eatery products. Nyok Cafe and Eatery are located on Jl. Diponegoro No.156, Kotakulon, Bondowoso.

Nyok Kopi Coffee Beans Package is a coffee bean product with variants of Arabica and Robusta coffee beans. The product category is separated into individual variants. Based on the processing, Arabica coffee beans are produced in several variants namely Artina (Washed Classic Process), Kahiyang (Wine Process), Kusumawulandari (Natural Process), and Candramaya (Honey Process). Besides that, Nyok Kopi is available for a special request from the customer to mix both Robusta and Arabica coffee beans, this special variant is called house blend. The special variant and the processing of the coffee beans become the uniqueness of Nyok Kopi Coffee Beans Packaged.

Nyok Kopi Coffee Beans Package sells its products through an offline and online stores. The customer can buy the product offline at Nyok Cafe and Eatery while enjoying coffee at the cafe. Besides that, the customer also can buy the product through Instagram directly connected to Nyok Kopi's WhatsApp ordering section.

The preliminary study was conducted offline with the owner, to gain more information about Nyok Kopi Coffee Beans Packaged. He told the writer that

Nyok Kopi participated in one of the annual famous coffee events, namely Festival Kopi Bondowoso as a form of promotion. He informed me that Nyok Kopi Coffee Beans Package has sold overseas, such as in Singapore. But during the pandemic, there were problems with shipping due to new regulations regarding shipping goods. Besides that, the owner also mentioned that Nyok Kopi Coffee Beans Package has a service for customer who orders coffee beans in a certain number to see the roasting process at the factory located on Sumber Wringin, Bondowoso. He informed, that Nyok Kopi Coffee Beans has promoted its coffee product on several social media such as Instagram (@nyokcoffeeindonesia), YouTube (NYOK ENTERTAINMENT), and WhatsApp (082143975599). But those social media do not support the promotion of its product. The Instagram account only uploaded photos of the product, meanwhile, the YouTube account uploaded live music session videos and it lacked promotion in giving information about the product. Accordingly, the owner of Nyok Kopi is required to promote its product to reach more customers, gain more sales, and build a business network. Knowing that condition, the writer offered a new video as a new video promotional medium improvement to the owner. The promotional video will be uploaded on Nyok Kopi's social media as its official promotional video and saved as an archive for Nyok Kopi.

Based on this condition, the writer made a promotional medium in the form of a video about Nyok Kopi to reach more customers. As stated by Petr et al. (2015) based on the simple and compelling evidence that visual data represent a more powerful and effective means for disseminating ideas and insights.

## **1.2 Objective**

The objective of this final project is for making a promotional medium for Nyok Kopi in English and Indonesia.

## **1.3 Significances**

Based on the objective above, the significances of this final project are:

#### 1.3.1 for the writer

The writer can apply her skill on writing, editing, and translation skill while making the product. The writer can also apply her English ability in pronunciation when making a voice-over on the video.

#### 1.3.2 for Nyok Kopi

The promotional video can be a medium for promoting Nyok Kopi Coffee Beans Packaging.

#### 1.3.3 for viewer

The product of this final project can help the public gain detailed information about Nyok Kopi Coffee Beans Packaging.

#### 1.3.4 for students of the English Study Program

This final project can be a reference For English Study Program students if  
a student has a similar project.