

CHAPTER 1. INTRODUCTION

In this chapter, the writer describes the background that became the basis for the writer's decision to work on this final project. The writer also describes the objective of this final project. The writer also describes the significance of this final project benefits for the writer, *Rumah Susu KUD Argopuro*, domestic and foreign customers of *Rumah Susu KUD Argopuro*, and students of the English Study Program of Politeknik Negeri Jember.

1.1 Background

Tourism as one of the industrial sectors in Indonesia has a huge opportunity to develop. This opportunity benefits from Indonesia's natural conditions, which include beautiful mountains and vast oceans. The diversity of tourism destinations makes Indonesia popular with local and foreign tourists. Indonesia is not only an island country with a variety of sea tourism destinations but also famous for its beautiful mountains and hills. The variety of existing tourism destinations increases the wide variety of activities that tourists can do. Tureac (2008) divided tourism into six types, namely relaxing tourism, relaxing and health care tourism, visiting tourism, transit tourism, reduced distance tourism, and professional tourism. The six types of tourism are spread throughout Indonesia, including in East Java.

Numbers of regencies in East Java have well known for their tourism destinations. One of them is Probolinggo, which has *Bromo Tengger Semeru* National Park that belong to the 10 Priority Tourism Destinations of the Indonesian since 2016. However, apart from BTS National Park, Probolinggo also has some famous tourism destinations which are categorized as visiting tourism and transit tourism namely Gili Ketapang Island (*Pulau Gili Ketapang*), Bentar Beach (*Pantai Bentar*), Jabung Temple (*Candi Jabung*), and Taman Hidup Lake (*Danau Taman Hidup*). Besides these tourism destinations, Probolinggo also has agro-tourism destinations. They are Andang Biru Tea Garden (*Kebun Teh Andang Biru*) located in Tiris District. Edu-tourism Coffee Watupanjang (*Wisata Edukasi Kopi Watupanjang*) and *Koperasi Unit Desa (KUD) Argopuro* which is located in

Krucil District, these districts are located on the slope of Argopuro Mountain. *KUD Argopuro* is one of the places for tourists to enjoy agro-tourism activity, namely farm tours, on-farm retail markets, and on-farm educational programs (Wolfe & Bullen in Budiasa, 2011). *KUD Argopuro* located in Jl. Dewi Rengganis, Krucil, Probolinggo.

KUD Argopuro is a village cooperative engaged in three business fields supporting all Krucil Village residents, Probolinggo. The three business sectors are dairy houses (*rumah susu*), fodder, and fresh milk processing. The main business of *KUD Argopuro* is to store pure milk from breeders which is processed into fresh milk (Pratiwi, 2021). *KUD Argopuro* has a shopping place for selling dairy products called *Rumah Susu KUD Argopuro* and Edu-tourism services for a milking dairy tour. *Rumah Susu KUD Argopuro* sells dairy products from the members of *KUD Argopuro* and the people of Krucil Village. They prefer to sell to *Rumah Susu KUD Argopuro* because *KUD Argopuro* cooperates with PT. Nestle (Kejayan). Besides selling dairy products, *Rumah Susu KUD Argopuro* also has an Edu-tourism service which is a tourism service for people to learn milking and processing milk. Edu-tourism services for a milking and processing milk tour owned by *KUD Argopuro* are usually visited by study tour groups of elementary school, kindergarten, junior high school, and high school students in Probolinggo.

Rumah Susu KUD Argopuro is located at a strategic location because several tourism destinations surround it, ranging from the existence of Argopuro Mountain (*Gunung Argopuro*), Bermi Eco Park, Kali Pedati Waterfall (*Air Terjun Kali Pedati*), Jaran Goyang Waterfall (*Air Terjun Jaran Goyang*), and Agropolitan Tourism (*Wisata Agropolitan*). In addition to its strategic location, *Rumah Susu KUD Argopuro* provides various milk-based products and opens edu-tourism services for a milking and processing milk tour, it can be a unique attraction for tourists.

To get detailed information about the *Rumah Susu*, its product, and promotional media used in the *Rumah Susu KUD Argopuro*, the writer has conducted a preliminary study by conducting observation and interview. The results of observing the social media shows that, *Rumah Susu KUD Argopuro* has

a Facebook account. The name is Rumah Susu Krucil that does not have any posts other than changing profile photo on July 29, 2020. *Rumah Susu KUD Argopuro* also has an Instagram account with the username @rumahsusu_krucil, which was created in 2020. Now, it only has five posts containing documentation of *Rumah Susu KUD Argopuro* local and foreign customers visiting to drink fresh milk, a company profile video of *KUD Argopuro*, and video inviting Probolinggo residents to drink milk with the last post on June 7, 2022.

The results of observing the social media made by the writer also led to the fact that the government of Probolinggo consists in empowering and supporting the promotion of dairy products from Krucil. *Rumah Susu KUD Argopuro* also has several resellers selling *KUD Argopuro* dairy products around the Regency and City of Probolinggo.

The writer conducted an offline interview with the manager of the *Rumah Susu KUD Argopuro* at the *Rumah Susu KUD Argopuro* to ask several questions, such as who *Rumah Susu KUD Argopuro* marketing targets or target customers, what awards or activities the *Rumah Susu KUD Argopuro* participated in, what promotional media does the *Rumah Susu KUD Argopuro* have, and are there any problems or deficiencies in the *Rumah Susu KUD Argopuro* promotional media.

These questions resulted in the answer that this dairy house has a vision or foresight for developing its business and targeting to gain wider international customers. The manager said that *Rumah Susu KUD Argopuro* has customers from outside the city and also foreign tourists. In 2017, there were some foreign tourists come to this place. Furthermore, the manager said that, the *Rumah Susu KUD Argopuro* has a level 1 *Nomor Kontrol Veteriner (NKV)*. It means that the product can be sold internationally. With the data the writer has obtained, the writer is sure to promote dairy products from Krucil that sold at the *Rumah Susu KUD Argopuro*. However, the existing promotional media could be better managed, and the information needs to be updated.

Based on those conditions, the writer concluded that *Rumah Susu KUD Argopuro* has excellent potency to gain more customers due to the products and strategic location. Therefore, the writer decided to fulfill the needs and requests from the manager of *Rumah Susu KUD Argopuro* to make additional promotional

media in the form of a booklet. Yudita (2013) stated that a booklet is a mass communication medium that is communicative and clear to deliver a message such as promotion, advice, and prohibition to the mass. The booklet is made in two formats: printed booklet placed in *Rumah Susu KUD Argopuro* shop and electronic booklet (e-booklet) placed on social media owned by the *Rumah Susu KUD Argopuro*. The booklet is also available in bilingual versions (Indonesian and English) thus that all customers or visitors to *Rumah Susu KUD Argopuro* can easily understand the booklet's content.

In more detail, the advantages of the booklet with the specification above make it accessible for foreign tourists and everyone who needs English. Booklet be more accessible because they are available in two formats, that is printed booklet can be accessed for those who are more comfortable reading in physical form or do not have a smartphone, and e-booklet are for those who like and are comfortable reading via smartphone. Furthermore, e-booklet reaches potential customers wider.

1.2 Objectives

The writer created promotional media for *Rumah Susu KUD Argopuro* to promote their products in bilingual (Indonesian and English) printed booklet and e-booklet.

1.3 Significances

Regarding the purpose of this final project, the writer has provided benefits to several parties:

1.3.1 The Writer

The writer applied and improved language skills, especially when writing booklet content. The writer also applied and improved her language component, especially translation, when making Indonesian and English booklet content. Moreover, computer skills were used during data collection and in product-making.

1.3.2 *Rumah Susu KUD Argopuro*

Rumah Susu KUD Argopuro got promotional media through printed and electronic booklet. The booklet is understandable, attractive, and accessible promotional media for the *Rumah Susu KUD Argopuro*.

1.3.3 The Domestic and Foreign Customers

Domestic and foreign customers were easier to understand and access information about the products of *Rumah Susu KUD Argopuro*.

1.3.4 The students of English Study Program Politeknik Negeri Jember

The students of the English Study Program Politeknik Negeri Jember, who would conduct the similar final project in different places, can use this final project report and product as a reference.