

## **CHAPTER 1. INTRODUCTION**

### **1.1 Background**

Jember is a city in East Java with a thriving food industry. Pie's home industry is one of the food industries in Jember. Pie is a popular snack among the general people since it is both delicious and healthful, several pie home industries in Jember is Pia Fazza Jember, Pia Basah-Wong Jember, Pia Kepel Jember, Pia Tape Khas Jember, and Edamame Pia Khas Jember.

Pia Kepel Jember is located on Gajahmada street, alley 28, no 46, Kaliwates, Jember regency. This home industry was pioneered by Mr. Sulaiman and Ms. Indah in 2011. This home industry was established because it was to develop innovations in the form of pia in general. This pia has a unique shape that resembles a human fist, and the filling of this pie is full of mung bean. From preliminary study conducted is home industry promotes their products through WhatsApp on 081333964496, Facebook with the username Cerceremen, Instagram with username Cerceremen\_jember and there is an email with address cerceremen@gmail.com.

There is incomplete information about the variant flavor, price, and how to order. The owner wanted a promotional video because he wanted to promote his product to the public. Based on the information above, the writer decided to make a promotional video for Pia Kepel because this home industry does not have a promotional in a form of video. This promotional video is bilingual, in Indonesian and English, and provides complete information about view of Jember, the history of Pia Kepel Jember, location, procedure of making Pia Kepel Jember, variant flavor, price list, souvenir shop, contact persons, and testimonials. With a promotional video in two languages, it is hoped that many local and internasional people can enjoy this product.

## **1.2 The Objective**

The objective of this final project is to create a promotional video for Pia Kepel Jember.

## **1.3 Significances**

Based in the objetive, the writing of this final project provides several benefits for the following parties:

### **1.3.1 For the Writer**

This final project can apply and increase the writer's english skills in writing, speaking, and listening.

### **1.3.2 For Owner Pia Kepel Jember Home Industry**

This product can be used to promote Pia Kepel Jember to the public by providing promotional materials to customers.

### **1.3.3 For the Customers**

Customers can find out everything they need to know about the product and the company from video.

### **1.3.4 For English Study Program Student**

This product can be used as a reference for student of English study program who conductst the final project in form of promotional video.