

CHAPTER 1. INTRODUCTION

In this chapter, the writer explains the introduction. It explains the background, objective, and significances.

1.1 Background

Coffee is a drink that comes from coffee beans taken from the seeds and then roasted and ground into powder. According to Rahardjo (2012), coffee comes from the mountainous area of Ethiopia. Since the 17th and 18th-century eras, Indonesians have been attached to coffee. Drinking coffee has become a tradition and part of the everyday life of Indonesian people. According to Gumulya (2017), brewing coffee typical of Indonesia is coffee *tubruk* (coffee powder that is directly brewed using hot water), but in certain areas, many Indonesian coffee lovers give their coffee a special nickname. It is not wonder if Indonesia also is well-known as a country that has a lot of coffee industries. In addition, Triananda (2014) said that the mindset of Indonesian people Arabica coffee tastes more acidic and has the potential to trigger stomach aches. Therefore, most coffee drinkers in Indonesia prefer Robusta coffee rather than Arabica.

Many coffee plantations are circulating widely in Indonesia, in a small context, in Jember Regency there are so many Robusta coffee plantations. The plantations are separated in almost the whole area of Jember. The production of coffee is an industry. People usually buy beans from the local area and make them tastier. There are so many coffee industries, such as Indonesian Coffee and Cacao Research Indonesia in Jenggawah, PT. Tiga Matahari Jaya Industri in Keranjingan, and At Maison Coffee and Roastery in Kaliwates, also PT. Fox Arumax Indonesia in Patrang, and so many others. It shows that Jember district is a strategic area for developing Robusta coffee cultivation.

PT. Fox Arumax Indonesia as a producer of Robusta and Arabica coffee in Jember has many opportunities to spread both the local market and foreign market. It shows from the customers. The uniqueness of PT. Fox Arumax

Indonesia has imported machine from the Netherlands named GiesenW6A and the only one in Jember, then uses premium coffee to increase the quality of the coffee taste, and has an attractive packaging. PT. Fox Arumax Indonesia also has a lot of customers who consume their coffee.

PT. Fox Arumax Indonesia's owner said that their customers are from Kalimantan, East Java, and Bali, then the customers of the foreign market are from Malaysia and Hong Kong. To increase its market PT. Fox Arumax Indonesia needs to improve the promotional media.

PT. Fox Arumax Indonesia as a producer of coffee and cafe in Jember only promoted their product by using social media. PT. Fox Arumax Indonesia only used Instagram to promote PT. Fox Arumax Indonesia's products. On PT. Fox Arumax Indonesia 's Instagram account (@foxcoffee.jbr), they only shared photos of the products and gave some details about their products and many other menus from IGTV and feeds. In a preliminary study, the writer interviewed the owner of PT. Fox Arumax Indonesia. The owner said that it needed promotional media that can spread to more national and even international markets. From that preliminary study, the writer offered help to the owner by making a promotional video of PT. Fox Arumax Indonesia.

To reach more people, PT. Fox Arumax Indonesia needs to be supported with proper promotional media to boost its popularity, especially it's coffee products. According to Fitriyanti (2016), Promotional media aimed to influence customers or visitors about a company or industry product. Therefore, the writer proposed making a promotional video for PT. Fox Arumax Indonesia. As Arifin (2018) stated, video is an important advertising medium because it offers sound, images, and complete product details. The video can be easily found on social media to reach more audiences. Therefore, by using a promotional video, PT. Fox Arumax Indonesia can promote the product as well and increasing PT. Fox Arumax Indonesia's sales.

Based on statement the writer decided to make a video promotional because the video shows the real condition that is containing complete information also in today's era. A video is more acceptable and interesting to watch. The writer

expected that the promotional video can be an additional medium to promote the product of PT. Fox Arumax Indonesia. So, it can help this coffee shop attract more customers. Hopefully, this promotional video has a valuable contribution to PT. Fox Arumax Indonesia Jember district attract potential customers.

1.2 Objective

The writer chooses to make a video as the promotional video of PT. Fox Arumax Indonesia, especially the coffee products to increase the promotion and the customers.

1.3 Significances

Based on the objective above, the significances of the reports and products of the final project are for the following parties.

1.3.1 For the Writer

By doing this final project, the writer was able to apply and improve her speaking as a narrator and writing skills for making the script of the final promotional video.

1.3.2 For PT. Fox Arumax Indonesia

The promotional video can improve promotional media from PT. Fox Arumax Indonesia

1.3.3 For the Customers

This final project product helps the customers to know more and get detailed information in the audio-visual term about PT. Fox Arumax Indonesia.

1.3.4 The Students of the English Study Program

This final project report can be used as a reference for those who want to conduct a similar project, especially making a promotional video.