

CHAPTER 1. INTRODUCTION

1.1 Background

Strategy of promotion is one of the very important factors for the company in increasing the product sales. To face the increasing in sales competition, it is possible that every company must have own ways to promote the products with something different and attract the consumers. A company must do something to make the product populer in society. It is necessary to carry out an appropriate promotional strategy. The strategy in promotion of products must be used in sequential steps. They are starting from online advertising media and followed by other promotional strategies such as door to door or personal selling, advertising, direct selling, and publication.

Related to the statement above, nowadays there are so many companies and home industries producing products, especially food. In Lumajang, East Java, there are also many home industries producing iconic food of Lumajang itself. Lumajang is well known as a “Banana City” and there are many kinds of banana growing in Lumajang such as agung and berlin banana. So that’s why one of iconic food in Lumajang is Banana Chips or “Keripik Pisang”.

UD. Raja Rasa is one of large scale home industries that produces banana chips and located in Pasrujambe Village. It was established in 2009 and the business has been growing until now. UD. Raja Rasa produces three variants of taste, there are original, sweet and salty. Banana chips at UD. Raja Rasa still uses a manual method by utilizing human resources and not using machine at all. The promotion strategy at UD. Raja Rasa has not used any promotion media at all, promoting products start from personal selling, door to door, and having several local distributors from other cities. But now, UD. Raja Rasa has been doing routine product export activities every two weeks to Hong Kong through a Surabaya distributor.

To obtain information about UD. Raja Rasa, the writer conducted preliminary study by doing interview to the owner of UD. Raja Rasa. Based on the interview, the owner said that UD. Raja Rasa never uses and doesn't have media as a promotion and just promote the product by WhatsApp status. So, she needs promotional media and she asked the writer to help her make promotional media to introduce their product for the customer and increase income of UD. Raja Rasa by giving information of the product to their consumers.

There are some kinds of promotional media. Such as video, booklet, poster and others. The writer choose video for her final project because the writer was interested and has ability in videography. Then, the writer offered the owner to make a video to promote their product. So, the writer will make promotional video of processing banana chips as promotional media in UD. Raja Rasa and help to promote the product of UD. Raja Rasa. Hopefully, with this promotional video consumers know more about the production in UD. Raja Rasa. Then, the writer gave the video to the owner that can be showed in some their personal social media such as Facebook and YouTube, some events such as bazaar product and the writer also upload this video in the writer YouTube channel.

1.2 Objective

The objective of my final project is to make a promotional video of keripik pisang UD. Raja Rasa in Pasrujambe, Lumajang.

1.3 Significance

Based on the objective above, hopefully the report and product of this final project give benefit to the following parties:

- a. For the writer

This final project can improve and apply knowledge the English skills in writing by making a concept, translation by translate the script, speaking by

explaining the information and computer skills for rendering and burning the CD format.

b. For the viewers

This video can help the viewers or consumers to know the detail information in producing bananas chips in UD. Raja Rasa.

c. For the owner of UD. Raja Rasa

This video can serve as a well promotional media of the products to increasing product sales.

d. For the students of English Study program

The final project can be used as references for students of English Study Program who want to make the same product in their final project.