

CHAPTER 1. INTRODUCTION

In Indonesia coffee is one of the plantation commodities which has a high economic value among other plantation crops and an important role as a source of foreign exchange for the country. Coffee is not only an important role as a source of foreign exchange but is also a source of income for no less than one and a half million people of coffee farmers in Indonesia (Rahardjo,2012). Coffee products have great potential for our culture. Many districts in Indonesia produce their coffee products based on their local identity or products, including Java Ijen Raung coffee in Sumber wringin subdistrict, Bondowoso regency.

Bondowoso is one of the regencies in East Java that produces coffee commodities. Java Ijen Raung located in Sumber wringin subdistrict. Many foreigner and domestic tourists are interested in the processing of coffee and product of coffee Java Ijen Raung.

Java Ijen Raung is a coffee that produces two types of coffee namely Arabica and Robusta and produces several varieties of coffee such as Blue Mountain, Yellow Caturra, and Luwak. Java Ijen Raung is completed by a mini-farm. At the mini-farm, visitors can learn the process of coffee growth, types of coffee plants, and can pick coffee directly. Not only provides food and beverages, mini-farm also provides accessories made from coffee beans. Java Ijen Raung Coffee does not have promotional media containing information about the product that can inform the customer.

To find out more information about Java Ijen Raung Coffee, the writer did a preliminary study by interview and documentation. In the interview, the writer asked the owner of Java Ijen Raung Coffee about the promotional media. The owner said that Java Ijen Raung did not have media for promotion and he needed a booklet to

promote the products to be more effective. Meanwhile, to introduce the product to the general society, he joined actively the archipelago coffee festival in Bondowoso.

The booklet is an important promotional medium. It is important because it can inform to the public about their company and product so that the company can attract customers. Usually, the information given is detailed and supported with pictures (Ardhi, 2013).

Based on the description above, it can be concluded that Java Ijen Raung Coffee Industri needed a promotional media in the form of a booklet. So, the writer decided to make a booklet as a promotional media for Java Ijen Raung Coffee to provide complete information about Java Ijen Raung and attract customers to come to Java Ijen Raung Coffee. The booklet will be written in bilingual, there are Bahasa Indonesia and English version.

1.1 Objective

The objective of this final project is to make a booklet as promotional media for Java Ijen Raung Coffee Bondowoso.

1.2 Significances

Based on the objective above, the report and the product of this final project are expected to give benefits for the following parties:

1.3.1 for the writer

This final project can be a means for the writer to apply her skill in writing by explaining the detailed information.

1.3.2 for Java Ijen Raung Coffee

The product of this final project hopefully can help Java Ijen Raung to promote its product by giving complete and clear information to the customer who comes to the Java Ijen Raung.

1.3.3 for the customers

The product of this final project will help the customer to get clear and complete information about Java Ijen Raung Coffee.

1.3.4 for the Students of English Study Program

The report and product of this final project can be used as a reference for students of English Study Program when they will make the same final project.

1.3.5 for the Reader

This report can give the reader detailed information about Java Ijen Raung Coffee Bondowoso.