

## **CHAPTER 1. INTRODUCTION**

### **1.1 Background**

Indonesia is a very special place in the culinary field. There are various uniqueness of each food in each region in Indonesia which is based on its culture. According to Rocillo-Aquino et al. (2021), traditional foods are those that have been passed down from one generation to the next, encompassing the skills, methods, or procedures utilized in their creation. Moreover, certain traditional foods are closely linked to local agricultural resources and cultural heritage. According to Consonni and Cagliani (2022), traditional foods are prepared using high-quality raw materials and, foods reflect cultural heritage, and regional identity part of culinary traditions. There are several traditional foods which are quite famous and represent the region. For instance in Pempek as a signature local food from Palembang, is made of fish and tapioca, and is served with a rich sweet and sour sauce. Additionally, Yogyakarta offers lempur, a sticky rice snack filled with seasoned shredded chicken or meat floss, wrapped in banana leaves for a distinctly aromatic experience.

Jember, a regency in East Java is known for its traditional foods in the form of fermented cassava products. The products are already quite familiar and in demand by the public such as Prol Tape (cassava loaf cake), pia tape (cassava-filled pastry), and brownies tape (cassava brownie). These products can generally be purchased at "Pusat Oleh-oleh Khas Jember," or known as Jember's Souvenir Store. Every souvenir store in Jember sells a variety of these specialties, but of course, each uses different methods and strategies to attract customers.

According to the World Tourism Organization (2019) companies or business entities engaged in tourism need to adapt and remain competitive. This hall also applies to souvenir stores in Jember. For example, Primadona is known for its many outlets in strategic areas, making it easily accessible to customers. Meanwhile, Sari Madu specializes in promoting tape-based products, establishing itself as a favorite for visitors seeking this local treat. There is also a souvenir store that emphasizes one product that

becomes their strong brand. This souvenir store is Purnama Jati. Among others, Purnama Jati stands out as the pioneer of Prol Tape. According to Muslimawati (2018), Purnama Jati was the first souvenir store that popularized Prol Tape. This souvenir store gets the attention from customers because of the quality of its products, especially Prol Tape.

The writer conducted a preliminary study by interviewing the manager of Purnama Jati to obtain further more information about Purnama Jati. This souvenir store was founded in 2000 by Mrs. Firdaus. In the beginning, this owner started her business as a small home industry, right after she left her career as a civil servant to pursue entrepreneurship. With limited funds, she utilized the storefront of her house to showcase handmade crafts and local goods, relying on ingredients like cassava and edamame. This souvenir store is located at Bungur street number 9, Darwo Timur, Gebang, Jember regency of Jember, East Java. The store can be easily found by Google Maps. The store opens from 07.00 a.m. to 09.00 p.m. on weekdays. On the weekends, the store is closed at 10 PM. Purnama Jati currently has 20 employees with different kinds of jobs, such as managing machines, wrapping food, and cashier then store assistants and so on.

There are many kinds of products available at Purnama Jati such as Prol Tape, pia tape, edamame pia, brownies tape, strudel tape, suwar suwir, alongside different kinds of traditional snacks, which are produced through a combination of manual and machine work. Above all products, Prol Tape is still the most popular one. According to Bogasari (2017), this souvenir store is successfully supplying Prol Tape to 14 souvenir stores in Jember and earning the prestigious Gold Category at the Bogasari Baking Award 2017 for its reputation and growth. With these achievements, Purnama Jati has become one of Jember's most iconic souvenir stores, especially about Prol Tape.

In general, Purnama Jati uses two methods of selling their products. The first one is direct sales and another one by using social media. Purnama Jati applies online platforms that allow customers to access information and to know about the products being sold, such as WhatsApp, Instagram ([purnamajati\\_jember](#)), TikTok

([purnamajati\\_jember](#)), and others. As for delivery, they use courier services like, Shopee, and Tokopedia, for the delivery package they use package service such as Paxel.

Among the various social media platforms, Instagram is the most actively used by Purnama Jati, featuring many feeds as of certain date that promote products like Prol Tape, suwar suwir, and brownies tape. The account also highlights activities such as the production process, customer testimonials, and special holiday promotions, allowing the store to effectively engage with its audience and attract new customers. By using these two methods, the business runs quite smoothly.

However, the manager said really wanted to develop further, mainly by reaching out to customers from overseas. Unfortunately, the manager said social media like Instagram is still using Bahasa Indonesia, so they need new promotional media that can meet these needs. She asked for help from the writer to find a solution. The writer seeks for an opportunity to provide a solution through the use of a promotional video. According to Digital Marketing Institute (2021), businesses that use visually appealing and interactive content, such as videos, generally see an increase in customer engagement and conversion rates. The promotional video that was done by the writer will use two languages, English with Indonesian subtitles. By using the video concept on platforms such as Instagram, WhatsApp, and Facebook, it is expected that Purnama Jati was able to attract more potential customers both locally and nationally through wider exposure and better engagement.

## **1.2 Objective**

The objective of this project is to produce a promotional video that can increase visibility and sales at Purnama Jati souvenir store. The video aims to enhance the brand visibility of the store and increase the product sales by displaying its unique offerings and cultural importance to both local and national audiences.

### **1.3 Significances**

Based on the above objectives, the benefits of developing a promotion for Purnama Jati souvenir store are as follows:

#### **1.3.1 The Writer**

This project can help the writer in developing writing skill and translation during the production of the final project.

#### **1.3.2 For The Owner of Purnama Jati**

This promotional video can help the owner expand the reach significantly of the business and increase the sales of typical Jember souvenir products, thereby enhancing customer interest and encouraging purchases.

#### **1.3.3 For The Customers and Viewers**

This project can help the customer to more easily find out about the place specialty of Purnama Jati offer. By providing a dynamic visual experience, the video is also intended to stimulate customer interest, promote positive word-of-mouth, and enhance overall customer engagement.

#### **1.3.4 For The Students of English Study Program**

The final project can be used as a reference for students that will conduct the final project of the same product or promotional media.