

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is an agrarian country which has rich natural resources especially from agriculture. Based on Suratiah (2006), agriculture contains two meanings; in the narrow sense agriculture is an activity to farming. In broadest sense, agriculture is an activity which involves the production process and produces the human needs from plants and animals that use efforts to update, reproduce and consider the economic factor. Many varieties of agriculture plants included export commodity such as rice, corn, soybean, and many others. Moreover, Indonesia is a plantation supplier such as coffee, tea, cacao, and various woods. However, it is should be processed to some unique products for getting a high value. One of companies that makes products from agricultural plant was PTPN XII Kertowono, Lumajang.

PTPN XII Kertowono is located in Gucialit, Lumajang. It was established since 1988. It is the branch of PTPN XII Company. The central office itself is located in Surabaya. This institution exports many products like tea, cacao and wood. The famous one of tea is Black tea with elephant mark. For cacao, it has two kinds, they are Edel cacao and Bulk cacao. For the kind of wood, there is Albasia wood. The manager of PTPN XII Kertowono said that this institution has exported its product which was black tea to Europe, especially to Holland. Nowadays, black tea became the best commodity of PTPN XII Kertowono. This company manages the plantation area for about 2.267,990 Ha.

Additionally, as an agricultural company, PTPN XII Kertowono also has potentials to be agro tourism and education place. For agro tourism, tourists can enjoy sunrise and sunset with Semeru and Bromo mountains as a background of the view. For education, tourists could see and learned the process of how to make black tea from the beginning up to ready to serve product directly. This company promotes its product and potential through website and company profile video.

Unfortunately, those media did not have complete information which was the detail information about each branch. The website, PTPN XII only used one website for all branches of this company in East Java and did not have website for each branch. So the tourists did not get complete information from each branch of the company. For company profile video, the PTPN XII has two videos which were in English language and Indonesia language. However, the videos were not made for each branch of the company. Moreover, there was no detail explanation about agro tourism potential. Based on preliminary study above, the writer decided to make the company profile video for one of the branch in PTPN XII that was in Kertowono.

Besides, PTPN XII Kertowono need a media to expose the agro tourism and promote its best product. Company profile video is used to help the tourists to get deep information about this company. Meanwhile, using a video as a company profile could help the tourists to understand easily because it has the ability to grab the attention of casual viewer and to engage viewers. Also, it gave the affective influences of motivations and feeling because it provided a powerful ways of sharing. Moreover, according to Giantleap (2014), video can help you to attract more people and if you want to grow the online bussines, it is the most effective way to convey the message. Based on those conditions, the writer decided to make a Company Profile Video of PTPN XII Kertowono with complete information and creative visualization. Hopefully, by making company profile video, we can introduce the PTPN XII Kertowono with its histories, products and agro tourism potentials not only for domestic tourists but also for foreign tourists who would like to visit PTPN XII Kertowono.

1.2 Objectives

After considering about the main issue of explanation above, it was essential to make a company profile video of PTPN XII Kertowono Lumajang to help the tourists get deep information about this company.

1.3 Significances

This final project eventually gave benefits for the following parties:

1.3.1 The writer

The product became a media for the writers to apply speaking skill for public speaking and increase the socializations skill for public relation

1.3.2 The viewers

This product became a reference for particularly PTPN XII Company, local and foreign tourists to lead them visits this PTPN XII Kertowono Lumajang later.

1.3.3 PTPN XII Kertowono Lumajang company

It completed additional media for conveying the information and introduce the PTPN XII Kertowono Lumajang to local and foreign visitor, entrepreneur visitor, other agriculture company and etc.

1.3.4 The English Department

It became an additional reference of company profile video for next students who did similar final project later with different object. Besides it also, provided sources and references for lecturers who need a material for their lecturing class especially to English for Agro tourism.

1.3.5 Politeknik Negeri Jember

The video can added the collection of student's publicity to library or social media of Politeknik Negeri Jember to make a benefit relation with PTPN XII Kertowono.