

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is widely recognized for its rich culinary diversity. It is supported by academic research by Wijaya (2019) that highlights how Indonesian geographic and cultural variety has shaped an extensive spectrum of traditional foods and snacks across its region. Each region offers its own signature traditional foods. In West Java, for example, *peuyeum* Bandung is a well-known fermented cassava treat. This food undergoes a yeast driven fermentation process, resulting in a sweet, soft texture that is passed down through generations. Similarly, in Magelang provides *getuk*, a cassava based steamed snack often served with grated coconut, and another food in Yogyakarta called *serabi*, like pancakes used in local rituals.

Jember, a region in East Java has its own traditional cassava-based snack, known locally as *tape*. This snack is a fermented food that comes directly from the region's abundant cassava supply. Based on Manie et al. (2024), The distribution of cassava is quite evenly distributed in Jember because its distribution reaches 28 sub-districts out of 31 sub-districts in Jember, making it one of the most widely produced crops in the area. Supported by local culture, *tape* has become a culinary hallmark of Jember, and *tape* has become both a traditional food and cultural identity of the city.

In today's modern era, *tape* is used as a food ingredient for more unique products such as *suwar-suwir*, *prol tape*, *brownies tape* and others. There is one *tape*-based product that popular in Jember, that is *prol tape*. Initially, *tape* is quite well-known as souvenir from Jember, but entrepreneurs tried to process *tape* into *Prol Tape*, it makes typical souvenir food from Jember Christiani & Fauzi (2022). This makes tourist want to buy *Prol Tape* after they enjoying trip on Jember. Because *Prol Tape* is one of the favorite foods in Jember, many Souvenir Shop in Jember sell *Prol Tape* to fulfill costumers need. Among the souvenir shops in

Jember, there is a souvenir shop that developing and innovating their *tape* product, especially *Prol Tape*. This shop called Purnama Jati *Pusat Oleh-Oleh Khas Jember*.

The writer collected data from Purnama Jati and obtained information from the manager of Purnama Jati by interviewing her. The manager said that Mrs. Firdaus (owner of Purnama Jati *Pusat Oleh-Oleh Khas Jember*) started her business in 2000 by selling many kinds of processed cakes from cassava and edamame. And now the shop is located at Street Bungur No. 9, East Darwo, Gebang, Kec. Patrang, Jember Regency, East Java and operates every day at 07.00 a.m. to 09.00 p.m. on weekdays and 07 a.m. to 10.00 p.m. on weekends. Purnama Jati has 20 employees, some of them produce the product using machines and others produce manually or without machines. Purnama Jati sells many kinds of souvenirs such as Suwar-Suwir, Prol Tape, and others. The store is very active in promoting the products it sells, including *prol tape*.

To promote the product, Purnama Jati uses a couple of social media like Instagram (@purnamajati_jember and Tiktok (purnamajatijember). Purnama Jati also offers delivery services to customers who buy their product on Shopee and Tokopedia. During the sale, Purnama Jati consistently promote their brand to customers. This can be seen on their social media, especially Instagram, where the store often uploads the product like *prol tape*, *suwar-suwir*, *edamame*, and others. Although the management promotes their product to social media, the shop still needs more promotional media to promote their product to local and foreign markets. After that, the writer knows Purnama Jati doesn't have promotional media that uses foreign languages, it turns out that they don't have promotional media on the website. The writer recognizes this lack and offers help to Purnama Jati to boost sales of their products so that they are more widely recognized.

To eliminate the challenges faced by Purnama Jati *Pusat Oleh-Oleh Khas Jember* in promotional activities, a two-language (Bahasa Indonesia and English) website has been suggested. This would have enabled Purnama Jati *Pusat Oleh-Oleh Khas Jember* to reach out to more people, particularly tourists who like to use of the internet during their travels. According to Artikel & Suteja (2021), as the internet continue to grow, because of growth of the internet, people tend to use

search engines like Google to extract information on a specific site, whether it is in the form of text articles, pictures, videos, books, and others. With many people using search engines, promotional website is the best choice from writer to help Purnama Jati promote their product. At the end the website will give a positive impact to Purnama Jati because local and foreign visitors can easily found the official website. Writer also hopes that making this website can make Purnama Jati continue to develop and reach its best version in the future.

1.2 Objective

The final project aimed to design a bilingual website as a promotional medium for Purnama Jati *Pusat Oleh-Oleh Khas Jember*.

1.3 Significances

Based on the objectives described above, it is expected to provide significances to the writer of this final project, the owner of Purnama Jati, the customers & viewers, and the students of the English Study Program.

1.3.1 The Writer

The Writer can apply their English skills by creating websites, especially writing, reading, media development and computer software skills. He will also learn and practice these skills to enhance creativity in graphic design, content creation, and editing.

1.3.2 The Owner Purnama Jati

The owner can use the product of this final project as promotional media to promote and introduce Purnama Jati *Pusat Oleh-Oleh Khas Jember* to the general public, both local and international.

1.3.3 The Customers and Viewers

This final project product can help viewers get the details they need about Purnama Jati *Pusat Oleh-Oleh Khas Jember*, such as the shop

description, products sold, product description, price list, opening hours, information about contact persons, purchase link, social media, and location.

1.3.4 The Students of English Study Program

This product and the final project can be used as an additional reference for designing a website as a promotional medium for students of the English Study Program