

CHAPTER 1. INTRODUCTION

1.1 Background

Bondowoso is one of the regencies located in the eastern part of East Java that popular with the highland paradise. Besides the location in the highland, Bondowoso has many tourism objects that focus on natural tourism such as Ijen Crater, Wurung Crater, Mount Raung, Blawan Waterfall, and many others. The uniqueness from Bondowoso does not have a beach or coastline, because of this city surrounded by several regencies. But it does not decrease the potential of Bondowoso, it is be evidenced that the number of visitors significantly increased annually.

Besides the tourism objects, Bondowoso got the benefit from the natural conditions. The location in the highland made this regency has many potentials of natural wealth. Especially is in the coffee plantation commodity, the farmers in the east area of Bondowoso develop the potential of coffee. The farmers specifically planted two types of coffees there are Arabica and Robusta. According to Masdakaty (2016), the height of the area and the temperature influence the quality of the coffee. Arabica coffee grows well in a cool temperature and Robusta in a rather warm temperature around 17°C - 27°C. The government of Bondowoso also supported the coffee commodity with an event which is Festival Kopi Nusantara in 2015 and is held in every year.

There are many brands of coffee in Bondowoso, such as Lereng Ijen Coffee, Brown Coffee, Sukma Coffee, etc. And one of that coffee brands is Java Ijen Raung Coffee. It is located in the Sumberwringin Sub-district, Bondowoso. Each brand has the differences, especially in Java Ijen Raung Coffee, they made it by themselves in a semi-traditional way. The owner process coffee from coffee cherries into coffee beans, and process it until becomes a coffee product. They made it by themselves in a semi-traditional way. The owner still maintains the quality of the coffee, specifically they planted two types of coffee, there are Arabica and

Robusta. The differences between Java Ijen Raung Coffe from another brand, they still preserve the special taste as the characteristic of their product. Java Ijen Raung Coffee owner exposes their processing place to the customer and public. The visitors can see the process for making the coffee product directly, and allowed them to take opportunities to try during the process making coffee products. Besides the Java Ijen Raung Coffee processing place, there is a mini-farm and specifically planted the Robusta coffee trees because the temperature rather warm which is suitable for Robusta coffee. The visitors can see how to plant coffee beans, and if the harvest season that occur in May until September visitors can take opportunities to pick coffee from the tree. In the mini farm also there is a stall named is Kampung Kopi Selencak that sells food and beverages, the special is Java Ijen Raung Coffee that has been brewed.

Undirectly, Java Ijen Raung Coffee can be a potential Educational Tourism in Bondowoso. But, it is a minim of promotion because the owner is technologically backward and made Java Ijen Raung Coffee not has any promotional media. The owner sells the product by word-of-mouth, What's App, in Kampung Kopi Selencak stall, and followed several coffee events in Bondowoso. The visitors only from the customer of Java Ijen Raung Coffee or the tourists that will go to Ijen Crater. More than 20 customers visited the Java Ijen Raung Coffee industry in a month.

Based on the situation, the owner of Java Ijen Raung Coffee Bondowoso wants more promotional media to introduce and promote it. As a student of Language, Communication and Tourism Department, the writer was made a promotional video as a promotional media containing information about Java Ijen Raung Coffee, such as history, the detail location, varieties of coffee products, the process for making the product, Kampung Kopi Selencak stall, the mini-farm and the contact person. The writer also helps made an account of YouTube. According to Burgess (2011), YouTube has become the dominant platform for online video in this world, and be an important location for some of the most significant trends and controversies in the new media environment. So the writer will uploaded the

promotional video on their YouTube channel. Perhaps, this promotional video is expected to help the owner to promote Java Ijen Raung Coffee and increase the sales of products.

1.2 Objective

The objective of the final project was to make a promotional video of Java Ijen Raung Coffee Bondowoso.

1.3 Significances

The product of this final project will bring some benefits to the following parties :

1.3.1 for the Writer

This product will give a chance for the writer to apply the skill in writing the script, translation skill in translating the script, and speaking skill in dubbing the video.

1.3.2 for the Owner of Java Ijen Raung Coffee

This product can be used to introduce and help to promote Java Ijen Raung Coffee by social media.

1.3.3 for the Students of the English Study Program

The students of the English Study Program can use this product as a reference who wants to take a similar project.

1.3.4 for the Customers and Visitors

This promotional video can give detailed information on Java Ijen Raung Coffee to the customers and will help the visitors about the real situation there.