

CHAPTER 1. INTRODUCTION

1.1 Background

As the top 11 leading sectors in labor absorption, tourism is considered as one of the most influential sectors in the Indonesian economy and it becomes the largest contributor to GDP (Gross Domestic Product) in ASEAN, amounting to 10% in 2015 (Sabon et al, 2018). Not only international tourists but also domestic ones would like to come and visit Indonesia because it has many tourist destinations, such as Bali Island with its various tourist objects, Banyuwangi with its icon Ijen Crater, Komodo Island, Labuan Bajo, and many others.

Amid the pandemic Covid-19 conditions, the Indonesian tourism sector is experiencing a very significant decline. Even though there is a new normal protocol for traveling during this pandemic, the public desire to travel is still low. It has an impact on tourism business actors or the owners of Micro, Small, and Medium Enterprises (UMKM) in Indonesia. Therefore, without visitors and the guests, they cannot make any transactions and the economy will be stunted. Small tourism businesses must prepare for the adaptation of new normal habits amid the Covid-19 pandemic because it is unlikely that they are leaving off, yet they must be able to move on to restore their economic conditions. Among many cities in Indonesia that have been affected by Covid-19, Banyuwangi is attempted to deal with the adaption during the new normal especially in the tourism sector.

Banyuwangi, the City of Festivals, is ready to welcome tourists who come from inside and outside Banyuwangi by using safe travel protocols amid the implementation of new normal, starting from the infrastructure such as additional areas for hand washing and separated restrooms to deal with social distancing protocols. Many tourist attractions have slowly started their operation and they are reviving the economy in Banyuwangi. One of the tourist village-based businesses that are ready to move on during the pandemic is Ijen Maning.

Ijen Maning is located in Kluncing Village, Licin, Banyuwangi. It provided many kinds of coffee which are planted in Ijen slopes such as Robusta, Arabica, Liberica, *Lanang* Robusta, *Lanang* Arabica, *Luwak Lanang* Robusta and *Luwak*

Lanang Arabika. Ijen Maning also runs in several sectors, traditional coffee productions, a homestay, and a traditional restaurant. Ijen Maning used Indonesian traditional methods in processing the coffee and it's became the superiority of their products. Ijen Maning also has its own coffee plantation and the coffee productions, from green beans to coffee powder are made in the same place. Therefore, Ijen Maning also welcome tourists who want to enjoy the process of making coffee directly.

Based on the preliminary study that has been conducted through an interview with the owner of Ijen Maning, Davidy Ali Wafa, and the writer got information that Ijen Maning was established in September 2017. Since the first time it was established, Ijen Maning has only had limited promotional media such as Instagram (@ijen.maning) and Facebook (Ijen Maning Kearifan Lokal) to promote its products. However, Ijen Maning has not actively operated its social media anymore, and the last post from their social media pages it was on January 2020. The owner also stated that most of the visitor of Ijen Maning are foreigners. The foreign tourists who have visited Ijen Maning mostly they were from Sweden, Netherland, and Ukraine. The owner used improvised English to describe the products to the international tourists. Thus, it is revealed that he needs proper promotional media to promote the products to reach wider customer and to boost up the sales of their coffee products, especially a booklet which is structured in English and bahasa Indonesia with complete information to attract both domestic and international tourists when visiting Ijen Maning.

Therefore, the writer proposed to make a booklet as the promotional media of Ijen Maning Coffee. The writer choose booklet because people can gained many information only from one media (Irawan, 2016). The customers can get complete information only in one promotional media. The purpose of making this booklet is to promote the coffee products in Ijen Maning.

1.2 Objective

The writer's objective of conducting the final project is to make a booklet as the promotional media of Ijen Maning Coffee, entitled "Getting to Know More

with Ijen Maning: The Landmark of Traditional Coffee Production in Banyuwangi”.

1.3 Significances

Based on the objective above, the significances of making this booklet are:

1.3.1 for the Writer

This project can help the writer to improve the writer’s ability in english writing. Besides, through making the booklet the writer can learn how to take photos properly to be used as promotional tools.

1.3.2 for the Owner of Ijen Maning

The booklet can be used to promote and give complete information about the business because this booklet describes Ijen Maning in good visual and written forms by showing the excellences of the products, the kinds of the products sold in Ijen Maning, and the differences in each type of coffee.

1.3.3 for the Customers of Ijen Maning

The booklet can help Ijen Maning customers to know more about products and services provided by Ijen Maning. The customers can access many information about Ijen Maning coffee just by one media. The contents of the booklet are the catalogue of coffee produce by Ijen Maning, the pricelist of the products sold in Ijen Maning, the Indonesian traditional method in making coffee and the facilities provided by Ijen Maning. Customer can also access the booklet through online form by download the e-Booklet in Ijen Maning’s website.