

CHAPTER 1. INTRODUCTION

1.1 Background

Over the centuries various kinds of herbs have been discovered by humans to treat various diseases. Since ancient times, herbal medicines have been used to treat diseases such as skin diseases, fever and so on. The use of herb is still used consecutively until now. It spreads to all over the world. They believe that herbs production will be grown for the following years. According to Martin Ekor (2014), the use of herbal medicinal products and supplements has increased tremendously over the past three decades with not less than 80% of people worldwide relying on them for some part of primary healthcare. It caused many countries concern to develop and discovery new kind of herbs with new technology.

Indonesia is one of the countries that still used herb as an alternative medicine. There are so many variety of traditional medicines that have been proven effective in relieving certain diseases. Traditional medicine recipes that passed down from the generation to generation was still exist until now and it's often used by Indonesian. This traditional medicine is usually produced in the form of drink that is very familiar in Indonesia. It's different from other medicines such as tablets, pills, capsules, or syrup. This herb is made from natural ingredients such as leaves, fruit, and spices. Many people in Indonesia use traditional medicine to cure their disease or just want to maintain a healthy body. According to Andriati (2016), herbal medicine has many benefits for our health such as increasing body immunity or cleaning toxins from the body. Nowadays a herbal medicine is easier to obtain with relatively cheap prices and its availability in public so that the people who want to consume it will be more easy to get. A herb also does not cause too many side effects, because it can still be digested by our body. Nowadays there are many home industries that produce a herbal product. One of herbal product in jember is Jember Green Herbalist.

Jember Green Herbalist is kind of souvenir product from Jember that produce a traditional medicine using manufacturing and modern packaging process. For the packaging they actually use quality materials such as ecopack so that the packaging is not easily damaged and durable. Jember Green Herbalist was established in 2018. The first product that they have is *Ekstrak Temulawak Sirih Merah*. The product of Jember Green Herbalist is in the form of powder which has 22 variants of product with a price is 35.000 Rupiahs. The most popular and best selling product of Jember Herbalist is *Ekstrak Temulawak Sirih Merah*, this product is widely discussed as a herbal medicine to cure or prevent the Covid-19. Jember Green Herbalist's product can be said to be unique product because one of ingredients that they have is mangosteen peel which is good and has many of beneficial for health such as prevent a cancer.

From the explanation above, the writer combined some information in the form of interview in preliminary study to find out more about Jember Green Herbalist. Jember Green Herbalist was the biggest traditional medicine business in Jember, they have many good review from the customers. However, the owner of Jember Green Herbalist said that the product still needs more promotional media. Because the existing promotional media that they have is just in the form of social media such as Facebook, Instagram, WhatsApp, and Telegram. Those social media is not really effective because they do not have many followers or customers and there is no detailed information about the products. Jember Green Herbalist is also still used the owner's house as a place to produce their products but now the owner has started to build a special place to produce Jember Green Herbalist's products and it is confirmed that it will be completed in 2021. Therefore the writer made a promotional video for Jember Green Herbalist for that new business place because a promotional media in the form of video is more effective than the other promotional media. It contains detailed information about the products with visualization that can entertain the customer to buy the product of Jember Green Herbalist. The owner also needs an additional media of promotion in the form of promotional video in English version with subtitle available to broader its marketing.

According to Nastuti dan Ramadhani (2013), a promotional video is an effective medium because it does not only displays or shows the visual, but it also shows the shape, sound, motion, and experience visualization. A promotional video is the most effective and popular media because the appearance of a promotional video is always attractive, communicative, and informative. An interesting promotional video will entertain the customers to buy the products of Jember Green Herbalist. In this era there are so many kinds of social media that can help the writer to expand the reach of the promotional video such as Youtube, Instagram, Facebook and Telegram. On the other hand, using a promotional video to promote a product will make the customers more confident and interested to order the products in online or come directly to the location of Jember Green Herbalist.

1.2 Objective

The objective of this final project is to make a promotional video of Jember Green Herbalist that can be used to help Jember Green Herbalist in promoting their products.

1.3 Significances

Based on the objective above, the product and the report in this final project can give many of benefits to this following parties.

a. For the Writer

This final project can make the writer applied her computer skills such as, editing and rendering. Besides she also can apply her skill in speaking.

b. For the Domestic and Foreign Tourist

By watching the promotional video of Jember Green Herbalist, the viewer can get the information and knowledge about the product and it's beneficial.

c. For Jember Green Herbalist

This final project by making a product as promotional media can help Jember Green Herbalist to promote their product to customers or foreigners and

make the customers feel confident to buy because of the quality of the product which has been shown in the promotional media.

d. For Student of English Study Program

English study program can use the report and the product of this final project as a reference to make another final project that similiar with this final project.