

## **CHAPTER I. INTRODUCTION**

### **1.1 Background**

Communication media are very diverse and are used for various purposes, one of the example is a booklet company profile. The booklet itself is an ideal solution in the form of a small book which is used to convey important messages representing the company and product details with the help of pictures (Reza, 2016). Company profile has many important roles such as explanation of the company in general and something it wants to offer to consumers (Hidayat et al., 2019). From some of these opinions, it can be concluded that booklet company profile is a small book used to convey general information about company or product offered to consumers with the help of images and it can be ideal solution for a company.

There are several definitions about booklet company profile regarding the importance of it according to experts. According to Sary et al. (2020) the booklet company profile media is used as a marketing communication activity to be able to survive in this digital era. The important purpose of the booklet company profile itself is to inform, influence, persuade and remind customers about the company (Aprilson & Heldi, 2013). The main purpose of it is to inform to the public about a particular company or institution. Promotions carried out in the booklet company profile related to the name of the company or agency, Tag Line and Logo (Fitriyanti, 2016). Then the conclusion from some definitions according to experts is the importance of booklet company profile is to inform and persuade customer to be attracted to the services or goods sold by the company.

However, finding the ideal company profile booklet that fulfills the above criteria is not easy. The writer conduct the preliminary study by interviewing the owner of Kopi Lego Tour about promotional media for example Facebook and fanspage are not updated, the data displayed is also incomplete and does not have clear promotional media so visitors are confused to find out about Kopi Lego Tour.

This place is located in Gombengsari Village, Kalipuro District, Banyuwangi. Gombengsari is a village with abundant community coffee plantations. Coffee tour are an important part of any trip to Gombengsari village. This is related to efforts to diversify the attractiveness of local and foreign tourists so that they can enjoy more time during their visit to Gombengsari. The one of the place they can visit is Kopi Lego Tour. Mr. Hariyono stated that so far the promotion doing has been less than optimal due to the lack of knowledge and man power that could create a promotion for Kopi Lego Tour. The writer conducted the preliminary study by interviewing the owner of Kopi Lego Tour about promotional media for example Facebook and fanspage are not updated, the data displayed is also incomplete and does not have clear promotional media so visitors are confused to find out about Kopi Lego Tour. Based on this condition, the writer made a promotional media in the form of a booklet so that people could know about Kopi Lego Tour. The writer made a booklet with a bilingual version. The term bilingual is used to refer speakers who use two languages in their daily lives. It can be in language contact situations or in the context of transnational migration (Pavlenko, 2002).

The writer made a booklet company profile for Kopi Lego Tour with an colorful design and with the latest models to support the growing recognition of Kopi Lego Tour. According to Lamb *et al* (2009:146) in Hedynata & Radianto (2016), a promotional strategy is a plan for utilizing the most effective promotional aspects, such as advertising, public relations, personal selling, and promotion sales. The booklet company profile created by the writer will be submitted to Kopi Lego Tour and Banyuwangi Tourism and Culture Office so both of them can become a means of promoting Kopi Lego Tour in Gombengsari village, Kalipuro district, Banyuwangi. With this case, the writer hoped that Kopi Lego Tour have a promotion solution to increase the promotion of Kopi Lego Tour both within the city of Banyuwangi and until it is known abroad in a way booklet company profile that fits the criteria for developing Kopi Lego Tour. It is hoped in the future, Kopi Lego Tour can be a reference place for the company

development and accompanied by an increase in visitors and over time, Kopi Lego Tour can improve the economy of the surrounding community.

## **1.2 Objective**

The objective of writer project is making booklet company profile of the secret Kopi Lego Tour in Gombengsari Village, Banyuwangi.

## **1.3 Significances**

Based on the above objectives, reports and products from the final project provided benefits to the next parties.

### **a. For the writer**

The writer can apply the skill when making a script, apply translation skill when translate the script from Indonesian into English the assignment and understand about Kopi Lego Tour which is the writer final project.

### **b. For the Readers**

This product can help the readers to get information that they need about Kopi Lego Tour Gombengsari.

### **c. For Tourism and Culture Department of Banyuwangi**

This product can help the Tourism and Culture Department of Banyuwangi especially in the field of promotion, to provide information about Kopi Lego Tour for foreign and local tourists. Besides, booklet company profile can be used as promotional media to promote Kopi Lego Tour as an educational tour in Banyuwangi.

### **d. The Owner of Kopi Lego Tour Tour Gombengsari Village Banyuwangi**

This product can be used as a means to promote this product by giving complete and clear information to the customers.

### **e. For the Student of English Study Program**

The report and product of this project can be used as a references for students of the English Study Program was conduct a similar project related to developing a booklet.