

# CHAPTER I

## INTRODUCTION

### 1.1 Background

Sumatera is one of the provinces in Indonesia that has many regions that are rich in agricultural products. One of them is Pagar Alam, Pagar Alam is located just below the foot of Dempo Mountain. It produces not only tea but also coffee.

Coffee is a beverage from steeping coffee beans that have been roasted and mashed into powder. Coffee is one of the recognized in the world that is cultivated by more than 50 countries. Two varieties of coffee trees that are generally known are Robusta coffee and Arabica coffee.

Robusta is a type of coffee plant with the scientific name *Coffea canephora*. The name Robusta is taken from the word "Robust", a term in English that means Strong. Robusta coffee beans are widely used as raw materials for instant coffee and instant coffee blends to add strength to the flavor of the coffee. Besides, it is also commonly used to make milk-based coffee drinks such as cappuccino, cafe latte, and macchiato. As the name implies, drinks extracted from Robusta coffee beans have a strong taste and tend to be more bitter than Arabica.

Coffee processing requires as a long process, namely harvesting ripe beans that are either using their hands by picking, then harvested coffee beans are washed first and then dried before being processed into coffee powder.

The writer chooses to discuss of coffee Pagar Alam in order to introduce and provide information on how the process of making coffee grounds, as well as providing information on what are the benefits of consuming coffee, because many consumers do not know about the process of making and the benefits of the coffee. Many people only know Gayo Coffee, Luwak Coffee, Bali Coffee and others. In electronic media like YouTube, they only discuss coffee that people already know. Whereas in the Pagar Alam

there is also coffee that is no less delicious as the other coffee, commonly known as Robusta Coffee.

The lack of promotion carried out by the government in the Pagar Alam area makes Pagar Alam Coffee less known by the surrounding community and communities outside the Pagar Alam City.

The promotion can be done in some ways, such as printed media such as magazines, newspaper, brochures, banners and others, and also electronic media such as pictures and videos. Although there are already some ways to promote Coffee of Pagar Alam by using coffee festival event, but it is not enough to persuade people, so in this final report the writer will make a documentary video script to promote, preserve local wealth in the Pagar Alam City regarding of coffee Pagar Alam. The writer will use YouTube as a promotional media, because in the current era of globalization, the surrounding community uses YouTube more as a place to get information.

Previously, the tourism agency of Pagar Alam City had already done promotion by holding a coffee festival event, but apparently the promotional media was less effective because it was only carried out only at the provincial level not yet national and international level. And also, parties from the tourism agency of Pagar Alam city have not done promotional media through printed media and electronic media.

Based on the explanation above, the writer feel interested in writing the final report with the title “**Designing a Documentary video script of Coffee Pagar Alam**” to describe and give information to the public about Coffee Pagar Alam.

## **1.2. Problem Formulation**

The problem formulation of this final report is how to designing a documentary video script of Coffee Pagar Alam.

### **1.3. Limitations**

Based on the background and problem formulation described, then the limits in this final report is information about how to designing a documentary video script of Coffee Pagar Alam.

### **1.4. Purpose**

The purpose of this final report is to know how to design a documentary video script of Coffee Pagar Alam.

### **1.5. Benefits**

The benefits of this Final Report are :

1. For students of English Department of State Polytechnic of Sriwijaya, this final report is useful to know about how to make a documentary video script of Coffee Pagar Alam.
2. For the writer, this Final Report is useful for increasing knowledge about how to make a documentary video script of Coffee Pagar Alam.