

## **CHAPTER I**

### **INTRODUCTION**

#### **1.1. Background**

Development of coffee shops has greatly improved since 2019. At every side of a town, it is easily finding coffee shops that started from low-class coffee shops to high-class shops. Many people of all ages and all classes like to consume coffee. Usually, coffee shops provide various types of coffee such as cappuccino, latte, and espresso. Indonesia is one of the biggest coffee producers, especially in South Sumatra. According to Farhety (2017) Coffee is a plant that is rich in benefits, for health, increases stamina, prevents cancer, prevents oral health, reduces the risk of diabetes and .

Indonesia is also famous for producing herbs which are usually used for cooking. Herbs have many benefits for our health such as cardamom, nutmeg, and lemongrass. According to Wahid (2017), if coffee is combined with herbs it contains health benefits for the human body because coffee and herbs contain a lot of nutrients. The use of herbs and coffee has not been widely used by the people of Indonesia. Herbs coffee is made with a mixture of coffee and herbs that use herbs from Indonesia. This coffee itself can be an alternative for coffee connoisseurs.

Indonesia is a country that is very famous for herbs. In the past, many invaders from various countries came to Indonesia, one of which was aimed at mastering herbs in Indonesia because herbs had many health benefits for the body. Moreover, Indonesia is also well-known as one of the largest coffee producers in the world and all people like coffee not only because of taste but its health benefits. So if coffee and herbs are mixed into a beverage it will provide many health benefits for the body of the connoisseurs of the coffee mixed herbs.

In this globalization era, people want to choose simple way to access and find the information. Herpant as cited in Istiqamah (2017) defines that people prefer watching to rather than reading, in other ways, they prefer to get

information from a show than a post. Making innovation in serving coffee will not be separated from promotional activities. This must be noticed and done well so people can be interested in the innovation of serving coffee. Promotion using video is much simpler, more interesting and eye-catching than using photograph or text because it combines images, sound and effects. Using video as a promotion is also more flexible. It can be uploaded to online sites and can also be seen and accessed more easily. Like Instagram can be influential on video promotion because many people use Instagram including Indonesia is the Fourth largest country using Instagram with a total of 56 million users or 20.97% of the total population in Indonesia.

Based on the statement above, the writer would like to make a coffee innovation mixed with herbs and become an alternative choice for coffee connoisseurs, the writer got an idea to make a final report project with the title **"Designing Script of Coffee Mixed Herbs Variants"**.

## **1.2. Problem Limitation**

In this final report, the writer will make the innovation variant of coffee of mix herbs.

## **1.3. Problem Formulation**

The problem formulation of this report is formulated as follows: How to make a script of coffee mixed herbs

## **1.4. Purpose**

The purpose of this report is to innovate variant of coffee of mix herbs

## **1.5. Benefits**

The benefits of this report are:

### **1. For writers**

- a. To increase knowledge in terms of coffee variations.
- b. To increase knowledge in terms of producing coffee through a mix of herbs

c.To get experience making, writing, and making video

2.For readers

a.This report is expected to gain information about coffee and herbs