

CHAPTER I

INTRODUCTION

1.1 Background

Indonesia is one of the countries that has the wealthiest culinary in the world, and full of strong tastes. The wealth of culinary in Indonesia is a reflection of the diversity of culture and traditions of the archipelago which consists of about 6.000 inhabited islands. Rahardjo (2012:8) states that, coffee comes from an Arabic word where the Arab society refer to coffee beans as *qahwa* which means to prevent drowsiness. Indonesian coffee products become one of the most popular culinary, both from within and outside the country. Indonesia is blessed with a geographical location which is very suitable as a coffee plantation. So it is ideal for microclimate to be a place for coffee growth and production. According to data from the International Coffee Organization, Indonesia ranks fourth in the world in terms of coffee production as much 11.491.000 tons (2016-2017) after Brazil, Vietnam, and Colombia.

Coffee beans that grow in Indonesia basically consist of only four types, namely Arabica, Robusta, Liberika, and Ekselsa coffee beans. The difference between this three varieties lies in the taste and level of caffeine. Arabica beans are more expensive on the world market because they have 70% lower caffeine content compared to robusta. In Indonesia, coffee beans are processed and developed in various regions. There are some of the best coffee producing regions in Indonesia such as Tana Toraja in South Sulawesi, Kintamani in Bali, Flores in East Nusa Tenggara, Aceh Gayo in Aceh, Wamena in Papua, etc. The creativity and way of life of these different Indonesian people creates various types of Indonesian coffee drinks. However, not only in these areas, but Sumatra also has many regions as the best coffee-producing which can be tasted by tourist.

Pagaralam is one of the small city which is known as a mountainous area located in South Sumatera. This city is one of the largest robusta coffee producing regions in South Sumatra. Cool mountain air are suitable for coffee plants so that this area is known as a producer of delicious coffee since the Dutch era.

Coffee beans in the Pagaralam local language are called *kawe*. Most of the majority of Pagaralam society livelihood as coffee farmers. The harmonious relationship between coffee and the Pagaralam society has existed for a long time. This can be seen from the tradition of drying coffee beans in the yard of the house that is often done by the Pagaralam village society. Pagaralam coffee has the right sour and bitter taste, especially with its distinctive aroma when it is produced in special or right way. It is not wrong if there is an assumption that Pagaralam is one of the leading Robusta coffee producing centres in South Sumatera.

Although productive as a coffee-producing area, it is actually still rather difficult to find a coffee shop in Pagaralam and the society in Pagaralam usually only produce coffee in a simple way, such as unsorted coffee beans. Because this method is easier and the results can be sold at affordable prices. But now in 2020 there are some people just starting to open a coffee shop and producing Robusta coffee with a better process and form of packaging in order to compete in the national market like *Alas Coffee*.

Alas Coffee is one of the brands that produces coffee in the city of Pagaralam. It was established in January 2020. Although it was only established in early 2020 *Alas Coffee* has become a sponsor in a coffee brewing competition in Muara Enim in April and also received a certificate as a good quality of producing coffee beans at the event. Because, *Alas* coffee has produces Robusta coffee in a special way by paying attention to every step of the making process. So, the coffee produced has good quality and delicious taste.

Currently, *Alas Coffee* provides several coffee products such as Robusta, Luwak, Arabica and coffee perfume. From all of that types, Robusta is the most popular product for the customers because it is affordable, tastes good and become a characteristic of coffee that comes from Pagaralam. This has not been explored either in print or non-print media. Therefore, it needs a promotional media like booklet that can use to give the information about Robusta coffee. So it becomes one of the business supporters by using a coffee shop as a place to promote *Alas Coffee* as culinary in Pagaralam. This is why people need media information that can attract tourists to come to Pagaralam.

According to Mustafa (2010:1.32) there are three promotion media: publications, advertisements and individual contacts. Advertisements through printed media is the most common ways to promote something by using banners, newspapers, magazines, book stickers, pamphlets, flyers, and booklet. Booklet is one of printed promotion media used to promote Robusta coffee of Pagaram. It gives specific information, easy to be brought everywhere and easy to be distributed. Based on that data, the writer choose title “Designing a Booklet to Promote *Alas* Coffee as a Culinary in Pagaram”.

1.2 Problem Formulation

The problem of this report is how to design a booklet of *Alas* Coffee as Culinary in Pagaram?

1.3 Purpose

The purpose of this report is to give information about robusta coffee which is produced by *Alas* Coffee in Pagaram.

1.4 Benefits

The benefits of this report are:

1. For the writer

For the writer, it is hoped that this study may increase her knowledge on how to design a booklet as a promotion media in the process production of *Alas* Coffee as a culinary in Pagaram

2. For the reader

Giving information especially to English Department student of State Polytechnic of Sriwijaya about Robusta Coffee as a Culinary in Pagaram.

3. For *Alas* Coffee Industries in Pagaram

To promote their products to the public and increase their profits.