

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Nowadays, there are many food retail businesses in Indonesia. Every food retail business competes with one another. They promote their strengths through advertisements (<http://www.sinarharapan.co.id/feature/ritel/2003/0325/rit01.html>), one of which is through brochure.

A brochure is one of the best ways to advertise a new product or service that your company offers. The company makes its brochure as interesting as possible to get people's attention and attract customers to buy the products offered by the company (<http://www.brochuredesignteam.com/What-Is-A-Brochure.aspx>).

One of the many food retail businesses is the first Vietnamese bistro in Bandung, My Hanoi House "The Vietnamese Bistro". I am interested to make an attractive brochure design for My Hanoi House because I want to give information about Vietnam foods and My Hanoi House in order to establish awareness for the customers about the food and this restaurant.

My Hanoi House is chosen because it is the only Vietnamese bistro in Bandung with complete Vietnamese menu and a Vietnamese chef who has a 15-year-experience in cooking Vietnamese cuisine. My Hanoi House is located at Jalan Sunda 75, Bandung.

Furthermore, I want to make the brochure content in food retail business because the content can make the customers can understand the benefits which a food retail business offers, be interested, remember and buy the products. I want to also find out the effective techniques of writing brochure content used by the food retail business to promote and introduce its products to the customers.

1.2 Project Identification

I will make an innovative brochure design for My Hanoi House “The Vietnamese Bistro”. The dominating colours of the brochure that I will use are green and orange. The language used for the brochure will be in English because the target of this brochure is not only customers in Bandung but also foreign and local tourists who come to Bandung. The brochure will be divided into two parts including the cover and the content.

The cover consists of the headline and the picture of My Hanoi House restaurant. On the cover, I will put the logo of My Hanoi House. The logo shows a Vietnamese woman wearing *Khan Dong*, a piece of fabric wrapped around a girl's long hair, and *Ao Dai*, the national costume of Vietnam.

The content consists of the history of Vietnamese food, the reason why one should choose to eat at My Hanoi House, a brief look at the menu and My Hanoi House's specialties, contact information, and the location of My Hanoi House.

1.3 Objective

In general, I want to make an innovative brochure design for My Hanoi House "The Vietnamese Bistro". In detail, I want to give information about the uniqueness of Vietnam food, and its special menu.

1.4 Layout of the Thesis

This thesis starts with the Abstract, a concise summary of the entire paper in Indonesian. The Abstract is followed by the Preface, in which acknowledgements are given to those contributing and involved in the work. After that is the Table of Contents and Appendices, followed by three chapters:

Chapter I is the introduction to the analysis

Chapter II contains the justification the project

Chapter III deals with the performance of the innovative project

In the final part, I alphabetically present the Bibliography.

