

CHAPTER 1. INTRODUCTION

1.1 Background

As we know batik is a national identity and not only a cultural heritage but also a source of livelihood for the majority of Indonesians. We can find batik industry scattered throughout Indonesia such as Java, Madura, Samarinda-Borneo, Padang, Palembang-Sumatera, Toraja-Sulawesi, Papua and Nusa Tenggara Barat. (Steelyana & Patriana, 2010) in Steelyana (2012). Moreover, batik has recognized as an international heritage from the United Nations Educational Scientific and Cultural Organization (UNESCO) on October 2nd, 2009. Meanwhile, according to Sulistianingsih & Pujiono (2018) In addition, efforts to develop batik products are also important to be introduced to the next generation of the nation in Indonesia. And also batik products must be developed and marketed abroad as an icon of Indonesian culture. Based on the explanation above, it can be concluded that batik needs to be preserved to introduce the general public so that this cultural heritage is maintained and continues to be preserved.

Many districts and villages in Indonesia produce their batik based on their local identity or products, including Probolinggo. According to Novitasari & Ratyaningrum (2016), Probolinggo is one of the regencies in East Java which also produces several hand-drawn batiks. Probolinggo produces a lot of batik in the home batik industry, one of which is Pancor Emas Batik. Pancor Emas Batik has 2 types of batik are *batik tulis* (drawn batik) and *batik cap* (Stamped batik) with various motifs such us Senandung Air Tancak motif, Bambu Hilir Cora motif, Pucuk Gedhang motif and etc. The price starts from Rp.125.000 until Rp.1.500.000/ motif and also has a gallery that showing some batik fabrics of its.

The writer conducted a preliminary interview with the owner of Pancor Emas Batik. The owner admitted that there was a lack of promotional media that can provide more direct information to their customers when they participated in exhibitions and other marketing activities. The owner only used promotional booklet on Instagram at @Khairoh_pancoremas, Facebook at Khairun Nisak Ayoom, Youtube at Dwi Didan, and Whatsappat (082330281624) to promote the

products. The content was made by Anggi Aminullah whose made a promotional booklet about Pancor Emas Batik. Therefore, the owner needed an effective promotional video to promote the products of Pancor Emas Batik. The video would be to update the new motifs of Pancor Emas Batik product. Based on those reasons, it could be concluded that Pancor Emas Batik needed a promotional media in the form of a video. So that, the writer decided to make a video as a promotional media for Pancor Emas Batik to provide complete information about Pancor Emas Batik and attract customers. In addition, the information provided on the Pancor Emas Batik social media needed to be updated such as the motifs of Pancor Emas Batik Probolinggo.

1.2 Objective

The objective of this final project was to make a video as a promotional media that could be used by the Owner of Pancor Emas Batik to promote the product for viewer to get information about Pancor Emas Batik Probolinggo.

1.3 Significances

Based on the objective above, the report and the product of this final project were expected to give benefits for the following parties:

1.3.1. For the writer

This project could help the writer to apply his English skills such as reading and writing knowledge and also speaking and pronunciation skill.

1.3.2. For the owner of Pancor Emas Batik

The product of this final project could serve as a promotional media that can attract people to buy the product of Pancor Emas Batik.

1.3.3. For Tourists or Readers

Foreign visitors and local people could get details information from the video about Pancor Emas Batik and its products.

1.3.4. For Student of English Study Program

This final project could be the student of the English study program who wanted to conduct a similar final project, especially in making promotional media in the form of a video.