

## CHAPTER 1. INTRODUCTION

### 1.1 Background

Indonesia is an agricultural country which has natural resources that very different from the other country, and also has unique on variety of culture. Culture wealth of Indonesia is a legacy of the ancestors of Indonesia. Culture in Indonesia is very diversity of art, one of them is Batik. According to Kompasiana article on October 2, 2013, UNESCO determines that batik is a cultural heritage from Indonesia (*the world cultural heritage of humanity from Indonesia*) on October 2, 2009. Batik is the cultural heritage of the Indonesian people which has high artistic value and eternal, which we must preserve. Batik in Indonesia is very rich because it has various variants of batik motifs, and almost in a number of regions in Indonesia have a distinctive batik motif according to their respective regions.

Along with the times, batik is currently worn by all levels of society, starting from society to the economic level low, and upper. The use of batik cloth by all groups is an opportunity for advancement of the batik industry in Indonesia. Batik industry this time, is not only limited to local consumers but also international consumers have also begun to be interested in batik. These conditions affect the increase in the amount of production in the batik industries in Indonesia. Now, batik has already famous in everywhere, for example in East Java, East Java has many characteristic of their batik. Especially in Banyuwangi, Banyuwangi is not only is it famous for the natural attractions, but also Banyuwangi is famous for the batik.

One of batik home industries in Banyuwangi is Anisa Batik Warna Alam. It is located in Jl. Stasiun Karangasem, Lingkungan Watu Ulo, Bakungan, Glagah, banyuwangi. Other than batik fabric that produces in Anisa Batik Warna Alam Banyuwangi, they also produced some other product, such as: *udeng*, handbag, scraft, Men's T-Shirt with the motif that they produce, such as: *Garuda Mungkur motif*, *Gajah Oleng motif*, *Sekar Jagat motif*, *Beras*

*Kutah motif, Kangkung Stingkes motif, Kopi Pecah motif, Paras Gempalmotif.*

To get more information about Anisa Batik Warna Alam, the writer conducted a preliminary study by interviewing the owner of Anisa Batik Warna Alam. The result of the interview, the owner said Batik Warna Alam promotes the products through social media only WhatsApp. The owner promoted by posting various kinds of batik. And to promote her product more broadly, she wanted a better promotional media so that the people can be known about Batik of Anisa Batik Warna Alam Banyuwangi.

So, the writer decided to make a promotional video for Anisa Batik Warna Alam to promote its product and help the owner to post the video on youtube. The content of video is to introduce of Anisa Batik Warna Alam Banyuwangi, the motif, the product in Anisa Batik. The video provide in two languages, an English version and an Indonesian version. So that Foreign and Domestic tourist can understand the message convey in the video. And also through the video can increase customers who are interested in Batik.

## **1.2 Objective**

The objective of this final project is to make a video as a promotional media for Anisa Batik Warna Alam Banyuwangi.

## **1.3 Significances**

Based on the objective above, the significances of this report and product of the project are:

### **1.3.1 For the writer**

The writer is able to apply her writing skill when make the script, able to apply the translation skill in translating in Bahasa Indonesia into English script. The writer is also able to apply the pronounce skill when dubbing the video.

### **1.3.2 For Anisa Batik Warna Alam Banyuwangi**

The product of this final project can be used to promote its product by showing about the products of Anisa Batik Warna Alam.

### 1.3.3 For the viewer

The product of this final project can help viewers to know the detail information about Anisa Batik Warna Alam and give information about the product of Anisa Batik Warna Alam Banyuwangi.

### 1.3.4 For Students of English Study Program

The report of this final project can be used as references who will conduct similar project in making promotional video.