

## CHAPTER 1. INTRODUCTION

### 1.1 Background

Batik is one of the traditional clothes that is a characteristic and pride for the Indonesian people, where batik has also been widely known both nationally and internationally (Himawan et al., 2014). This was proven by the United Nations Educational, Scientific, and Cultural Organization (UNESCO) on October 2, 2009, as an Intangible Cultural Heritage (ICH). UNESCO recognizes that Indonesian batik is representative of Indonesian identity.

Every region in Indonesia has its own unique batik motifs like, *mega mendung* motif from Cirebon, *batik tujuh rupa* motif from Yogyakarta, *batik gentongan* motif from Madura, *priangan* motif from Tasikmalaya, *garutan* motif from Garut including *manggur* motif from Probolinggo. Probolinggo is one of the regencies in East Java that produces a variety of batik. Batik production in Probolinggo is mostly produced by home industries, one of which is Batik Balqis.

The writer conducted preliminary study about Batik Balqis. It is located in the Kedungsari Village, Maron District, Probolinggo. The writer interviewed the owner of Batik Balqis, Mrs. Husnul Khotimah. Batik Balqis established with the owner's awareness of the many housewives' neighbors who only gather in front of the house without doing anything, and then she came up with the idea to produce batik because she saw the potential existing resources. Then, the owner encourages them to join in making batik to increase their income. Formerly the owner's parents were famous batik artisans in Probolinggo. The owner learns to make batik from her parents. Because of this, the owner took the initiative to continue the batik production business of the owner's parents.

Batik Balqis uses two types of dyes in making batik; they are natural dyes and synthetic dyes. Natural dyes use materials from nature that are processed and result a color on batik fabrics. These materials are obtained from extracts of various plants such as bark, root, flowers, and leaves. The examples of natural dyes are *tingi* bark, mahogany bark, *jaran* bark, guava leaves, *pandan* leaves, turmeric, and mangosteen peel. The resulting color is softer, do not fade easily,

more environmentally friendly, and exclusive. Conversely, synthetic dyes use chemicals such as *remasol* and *indigosol*. The resulting color from synthetic dyes is brighter and more striking. Synthetic dyes have a more varied color spectrum than natural dyes.

Based on information the owner often participate in exhibitions, when participating in exhibitions, batik sales are usually sold out. However, due to the pandemic sales exhibition activities are reduced as well as the number of buyers, so that batik sales have decreased. In another case, the media promotion owned by Batik Balqis are social media such as; Facebook (Batik Tulis Balqis), Instagram (@batiktulisbalqis), Youtube (Batik Tulis Balqis), and WhatsApp. They often upload photos and videos on their Facebook and Instagram accounts. For their Youtube account they rarely post videos, there are only three videos on their Youtube channel. Meanwhile their WhatsApp account is used to handle customer who will make a purchase. The problem is the owner only post photos and videos without giving full description of the product on its social media. Customers need to get information such as prices, fabrics, philosophy, and motif. Finally, customers get less information about the product and are less able to attract customers.

According to the owner of the Batik Balqis, the lack of promotional media affects marketing and also the dissemination of information on the batik. The promotional media only displays images and videos of the batik products. In addition, the owner needs promotional media in the form of videos to promote their products. Katili (2019) stated that the main purpose of promotional video is to give the audience a feel for their brands and what their business are about. Promotional media in the form of videos provide specific and detailed information on Batik Balqis and later the promotional video can be published to various media such as through social media Facebook, Instagram, and Youtube. In accordance with current technological developments where social media is widely used by today's society so it has a great opportunity to promote its products and attract customers.

Based on the explanation above, the owner of Batik Balqis said she needed promotional media in the form of videos to promote its products so that many potential buyers know and are interested in buying their products. So, the writer decided to “Making a Promotional Video of Batik Balqis Probolinggo” provide detailed information and can also attract customers to visit and buy their products. The promotional video is in bilingual version, Bahasa Indonesia and English to make it easier for foreign and local viewers to understand the contents.

## **1.2 Objective**

The objective of this final project is to make a promotional video for Batik Balqis that can be used to promote their products to local and foreign customers.

## **1.3 Significances**

Based on the objectives above, this report of the final project and product are expected to provide benefits to the following parties;

### **1.3.1 For the writer**

The writer can apply English skills such as writing, translating, and speaking skills.

### **1.3.2 For the owner of Batik Balqis**

This product is useful for Batik Balqis as a promotional media in the form of video to attract customers.

### **1.3.3 For the viewer**

The viewer can get detailed information about the product.

### **1.3.4 For the student of English study program**

The report and product can be used as references for students of English study program that will make a similar final project, especially in making a promotional media in the form of video.