

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is an archipelago that has very valuable customs and culture as well as inter-island characteristics. There are many Indonesian heritages from various islands ranging from cuisine, culture and custom. Batik is one of most popular heritage in Indonesia that still can be found and used. Batik is an art that is a symbol of national identity. The beginning of batik was a legacy of hereditary activities that has grown rapidly since several hundred years ago. The development of batik in Indonesia especially in Java Island is growing rapidly. Java is the center of batik industry in Indonesia. One city in east Java that also famous with its batik is Sidoarjo. Sidoarjo is located in the south of the city of Surabaya. Many people of Sidoarjo are batik artists so Sidoarjo city has a lot of batik industries which various kinds of batik motifs with its characteristics. Typical motifs of the city of Sidoarjo are Beras wutah, Kembang Tebu, Udang Bandeng and many more which have philosophical meanings of local wisdom in Sidoarjo. The batik industry in Sidoarjo fully supports the development of batik in Indonesia, especially in Java.

One of the batik industries in Sidoarjo is Batik Al Huda Sidoarjo which is located in the Candi District of Sidoarjo. Batik Al Huda produces hand-drawn batik. Al-Huda Batik has its own characteristics and the owner always makes the latest and modern motif design. The owner designs and batik motifs are not limited by certain meanings and philosophies of typical Sidoarjo batik. It is different from other batik industries in this city which is only making traditional and typical Sidoarjo motifs. The owner makes the blueprint motif design and then the it is given to the batik artist to be processed into a more artistic batik design so that Al-Huda Batik has many variations of motif designs compared to other batik industries. Besides producing batik, Batik Al-Huda also organizes

batik training workshops for the community, family welfare empowerment organizations, school circles and many more. The batik industry during the pandemic experienced a significant decline in production, including Batik Al-Huda. Based on the interview that has been done by the writer, the owner said that the problem since the pandemic started is that their store sales are in free fall with an erratic up and down turn over. Before pandemic, his industry could generate two and a half to four billion but during the pandemic it fell drastically. In fact, Batik Al-Huda Sidoarjo still relies on offline market. To attract customer, Batik Al-Huda Sidoarjo is mostly still using offline method and of word of mouth marketing offline power. This method is carried out by giving a bonus for buyers. It means if someone ordered batik in large quantities, the owner will give a bonus of 3 to 4 batiks. This thing happened usually for teachers, new students, and new employees. Then, those buyers will invite other people to buy batik at Batik Al Huda. But this method can be done only for limited community and participate in events in the city of Sidoarjo and abroad.

To boarder the sale, it needed promotional media. Actually, Batik Al Huda Sidoarjo also promoted and sale the product in social media such as Instagram, google maps, phone number and blog websites. Unfortunately, the owner did not give any attention to this familiar social media. On Instagram there are only 6 photos of old batik, and 13 photos of al Huda's batik activities such as holding batik-making training workshops and attending events, contact persons and addresses, while the price of batik is listed for only 1 photo and even then, the last upload was on May 31, 2017. On the other hand the website of Batik Al Huda Sidoarjo had not been updated since 2016. It can be said that the information listed was still incomplete and out of date. The website and Google maps only contain information about the product, owner's name, address and contact person. The owner does not use a marketplace like Shopee because the owner is very afraid of his motives being imitated by other business actors. Even though, the existence of a marketplace can make it easier for customers who are outside the island or abroad to order Al Huda batik.

The customer cannot find the product price and a brief description of the product. According to the owner, before the pandemic the owner only had a promotion method, namely participating in events that were abroad so that they could attract the attention of visitors and were interested in how to make batik. During the pandemic, the owner feels it is still very difficult to promote his products abroad. The owner only promotes the product by participating in various events such as in Switzerland. By those explanation, the writer knew that the problem of Batik Al- Huda is in promoting and marketing products. Batik Al-Huda needed promotional media technology in the form of digital video with the information about the product in bilingual language (*English and Indonesian*). The owner asked for two languages because it has a target market both domestically and abroad with the aim of producing batik to be better known by foreign countries. Based on these facts, the writer offers to create additional promotional media in the form of video. The owner agreed to support this project. In making a promotional video, the writer got the idea to make a promotional video with complete information related to Batik Al-Huda. The goal is to make customers understand and interested to buy Batik Al-Huda Sidoarjo products.

According to Pratama (2020), promotional video is a video promotion media that contains a description of an explanation of a product. According to Prasetyo (2017), promotional video is a short video which has a duration of approx of 4-7 minutes that includes all detailed and complete information on a product so that visitors or customers feel they understand and are interested in the information content of the video that has been show. The marketing strategy that is brought using promotional videos is a very powerful strategy because with a promotional video of sales products it will be easily recognized by the public so that it is easy to remember in someone's mind.

Today is a sophisticated technology era so that millions of users have used the internet, because the internet can be accessed quickly and easily so many people prefer video over other promotional media. the existence of promotional videos has benefits and advantages for marketing business marketing, there is with promotional videos it will increase sales and revenue because videos can drive

more sales with product demonstrations using videos and make viewers or customers more interested than other media and can build trust with the aim of building long term relationships with customers by building trust through informative and entertaining videos can encourage customer interest to seek information more product details.

In the era of increasingly advanced technology and millions of people have used the internet. With the use of the internet growing rapidly, the writer took this opportunity to promote Al Huda batik in the form of videos which will later be posted on the Batik Al Huda Youtube channel. According to Panegak (2021), many smartphone users around the world use the YouTube platform to watch videos. Therefore, promotional videos can be uploaded on the Youtube platform because they can display in detail the products offered so that they are easy to remember in the minds of the public so that these products can be widely and quickly known by the public. With this promotional video, it is hoped that this Batik Al-Huda Sidoarjo business can be known in detail from the procedure for making, the characteristics of batik patterns, as well as Batik Al-Huda Sidoarjo can grow rapidly and become famous internationally.

Based on the explanation above, the writer decided to made a video promotional which contain completed information about batik products. This promotional video used as a promotional media because Batik Tulis Al Huda Sidoarjo requires promotional media, especially videos. This promotional video made in two languages, namely Indonesian for domestic and English for foreigners. The writer used two languages in making this final project because the owner has two target markets, namely domestic and foreign, beside that before the pandemic the owner had invited and visited foreigners to learn batik, so the promotional video could be made overseas. people can be interested in Al Huda batik. With this promotional video, the owner can share or upload videos through the YouTube. Hopefully with this bilingual promotional video it can increase target consumers and attract the attention of foreign people.

1.2 Objective

The Objective from this final project is making a promotional video of Batik Tulis Al-Huda Sidoarjo.

1.3 Significant

From the above explanation, the significances of making a promotional video are:

1.3.1 The Writer

Making this final project can have an impact on improving and developing English language skills which include public speaking, English writing, developing reasoning, thoroughness and accuracy in collecting data and improving video editing skills.

1.3.2 The Owner Batik Al Huda Sidoarjo

With this final project, the owner of Batik Al Huda Sidoarjo gets benefits such as having up to date promotional media to increase the number of target customers, so that it can increase the amount of income.

1.3.3 The Customer

With this final project, the customer will know and understand the information of specific forms of batik motifs through promotional videos, so that customers feel interested and to buy Batik Al Huda Sidoarjo products.

1.3.4 The student of Language, Communication and Tourism

For language, communication, and tourism students, this final project is very benefit for the student who will do the final task, this final project can be a reference when they are going to make a final project about promotional video is subtitles video