

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is a nation that is rich with art, culture, and diversity. It is shown by there are many languages, traditions, regional performances, and crafts in Indonesia. This is because all regions have characteristic that show their uniqueness. For example, Yogyakarta is famous from its dance, namely Serimpi dance and Ponorogo is famous from its regional performance, namely Reog Ponorogo. One of the characteristics that is almost owned by all regions in Indonesia is batik. It is supported by United Nations Educational, Scientific, and Cultural Organization (UNESCO) officially confirm about batik as Intangible Cultural Heritage of Indonesia on October 2, 2009 (Aditya, 2014). Since from that time, the existence of batik in society has increased.

Every *batik* pattern is closely related to symbols that are attached with society life's (Amanah, 2014). However, it's different from batik *ciprat*. Batik *ciprat* is the process of boiling wax then spreading the hot wax on a white fabric randomly using a brush, spoon, or broom (Wibowo, 2015). Because of that, the size of motif and the distance between the motifs become different. Some cities in Java likes Semarang, Wonogiri, Ponorogo, and Blitar used batik *ciprat* as a media to empower disabilities peoples. They choose batik *ciprat* to empower disabilities people because it is easy to do for them and no need special technique in production process.

Magetan is one of cities in East Java that is develop the production of batik *ciprat*. There are several production houses of batik *ciprat* in Magetan, one of them is *Sheltered Workshop Peduli Sambungroso* or usually known *Swp. Sambungroso*. *Swp. Sambungroso* is the first production house of batik *ciprat* in Magetan. It is located in Simbatan Village, Nguntoronadi Sub-District, Magetan and was established on May 17, 2015. The establishment of *Swp. Sambungroso* is based on the number of children with intellectual disabilities in Simbatan Village who are underestimated and considered a disgrace by local people. Finally, *Swp. Sambungroso* collaborated with the Ministry of Social Affairs to empower the

children with intellectual disabilities in Simbatan Village to have income and not be underestimated anymore. At that time the children empowered are 20 children and right now it become 25 children. Batik *ciprat* produced has named *Batik Ciprat Langitan Simbatan*. The process of making *Batik Ciprat Langitan Simbatan* still using manual way by spreading the hot wax to the fabric using brush. This batik is unique because the craftsmen who made the batik is not the craftsmen as usual but they are intellectual disabilities children. Besides that, this batik has unlimited motifs because each batik fabric has a different splash motif. Even though its produces by the same craftsmen, the splash motif will be different.

Promotion process always carried out to introduce *Batik Ciprat Langitan Simbatan* to the citizen. At the beginning of the establishment, the promotion process carried out by personal promotion or promote the product person to person and through WhatsApp. Besides that, they also participated in various exhibitions and bazaars that held in Magetan. But this way considered less effective because it doesn't reach many customers. Then, they tried to doing promotion process using social media. Social media used by *Swp. Sambungroso* to promote their product are Instagram, Facebook, and live at *Radio Gorang Gareng*. However, the promotional media still used until right now is only Instagram (@swp.sambungroso.magetan). According to the Manager of *Swp. Sambungroso*, promotion by using Instagram also less effective because it's lack of interesting content that can attract peoples to buy the product. So far, the content uploaded on their Instagram is the pictures of batik taken using a mobile phone camera with moderate photography capabilities. In addition, the Manager of *Swp. Sambungroso* stated that they need a promotional media that could be played when they participated in many events such as bazaars and exhibitions. Therefore, besides the visitors can see directly the product, they also can get more complete information related to *Swp. Sambungroso* and *Batik Ciprat Langitan Simbatan*.

Based on the problems, the Manager of *Swp. Sambungroso* needs a promotional media that can attract the attentions of local and international customers especially in the form of videos which contains a complete information related to *Swp. Sambungroso* and *Batik Ciprat Langitan Simbatan*. The newest

promotional videos will be uploaded in their Instagram and will be played when they participates in bazaars and exhibitions. Based on the preliminary study above, the writer collaborated with *Swp. Sambungroso* to make a promotional video of *Batik Ciprat Langitan Simbatan* in *Swp. Sambungroso* Magetan. It is hoped that the existence of promotional media in the form of videos can attract people's interest to buy *Batik Ciprat Langitan Simbatan* made by intellectual disabilities children at *Swp. Sambungroso*.

1.2 Objective

The objective of the writer's final project is to make a promotional video of *Batik Ciprat Langitan Simbatan* in *Swp. Sambungroso* Magetan in bilingual version to introduce and promote *Batik Ciprat Langitan Simbatan* to the local and international customers.

1.3 Significances

This final project can give benefits to the following parties:

1.3.1 For the writer

This final project can boost the writer's speaking skill when becoming a voice over for the promotional video. The writer is also able to apply her writing skill when making a script, translating the script from Indonesian to English, and writing the report of the final project.

1.3.2 For *Swp. Sambungroso*

The promotional video give benefit to help them to introduce and promote *Batik Ciprat Langitan Simbatan* to the customers. Besides that, it also help them to add an interesting content for their Instagram and become their new promotional media in form of video that can be shown when they following bazaar and exhibitions.

1.3.3 For the customers

The promotional video can help the customers to get more complete information about *Swp. Sambungroso* and *Batik Ciprat Langitan Simbatan*.

1.3.4 For English Study Program's Student

The promotional video can be used as a reference for English Study Program's students who decide to make the promotional video as their final project.