

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is known for its cultures, traditions, customs, and arts spread across 34 provinces from Sabang to Merauke. Its diversity is formed due to the geographical environment, historical background, and development of different regions that give each region uniqueness and become the wealth and heritage of Indonesia as a multi-ethnic symbol (Hariyanto, 2016). The wealth of cultures can be a nation's asset for Indonesia that has selling power internationally such as wayang, keris, and batik. Batik is a fabric painted with certain motifs by wax known as malam as the main material and uses a traditional tool called *canting*. Batik was appointed as one of Indonesia's heritages by UNESCO (United Nations Educational, Scientific and Cultural Organization) on October 2, 2009 in Abu Dhabi meeting as masterpieces of oral and intangible heritage of humanity (Saraswati, 2016).

Batik in each region have differences for example in Jember. Jember has different types of motifs from other regions. Jember has a leaf tobacco motif that is an identity of Jember district as one of the largest producers and processors of tobacco with the high-quality product (Sitanggang, 2019). To increase the existence of Jember batik motif, some home industries produce Batik Jember and one of the famous home industries is Sekar Waru Batik.

Sekar Waru Batik is the oldest home industry and one of UMKM (*Usaha Mikro Kecil Menengah*) that located at Tegalwaru village, Mayang Sub-district, Jember which is engaged Batik manufacture and marketing. The writer did a preliminary study by using interview and document review to know about Sekar Waru Batik directly. Sekar Waru Batik used two techniques for making a batik. They were hand-painted and hand-stamped batik. In addition, Sekar Waru batik have own motifs, such as batik characters motif (all the kinds of cartoon and *wayang* characters) and batik nusantara motif (combination of motifs from all regions in Indonesia but still inserts tobacco leaf, cocoa, and coffee one or two of them or both as characteristic of Jember), cocoa, coffee bean, and edamame.

The writer also got information related to Sekar Waru Batik's promotional media. So far, Sekar Waru Batik has used social media like Facebook (Sekar Waru Batik) and Instagram (@sekarwarubatik319) for promotional media to upload their products. The owner uploaded the photos and video without description and information related to products such as kinds of motif, kinds of technique, types of fabric, and price, which is felt to be lacking by the owner. Because of it, the owner needs another promotional media to develop the marketing and quality of promotion to help the customer find information about the product of Sekar Waru Batik produced by making video as a promotional media. Apart from being a promotional media for marketing their product, the video can be used during a meeting between the people of UMKM (*Usaha Mikro Kecil Menengah*) and the exhibition. The owner wanted to have a promotional video made using two languages: English and Bahasa Indonesia because according to the owner, Sekar Waru Batik's products are bought by the customers of domestic people and foreign such as Italy, Turkey, Saudi Arabia, Pakistan, and Hongkong. Besides that, using two languages for video work more effectively to attracts customers even in other countries.

Based on the explanation above, the owner asked the writer to make a promotional video as a promotional media of Sekar Waru Batik. So, the writer made the video that focus on attracting customer and contained about the products also highlights information related to Sekar Waru Batik home industry that made using English and Bahasa Indonesia as subtitles according to the request and needs of the owner Sekar Waru Batik.

1.2 Objective

This final project aims to make a video as promotional media for Sekar Waru Batik Mayang Jember.

1.3 Significances

Based on the objective above, the significances of the report and the product of this final project are helpful for some parties:

1.3.1 for the Writer

The writer can apply and increase her writing skill when making report of final project and script of video, translation skill when translating script of video from Bahasa Indonesia into English, and pronunciation ability when voice-overing the video.

1.3.2 for the Viewers

The domestic and foreign viewers can get more detailed information about Sekar Waru Batik Mayang Jember from this video.

1.3.3 for the Owner of Sekar Waru Batik Mayang Jember

The owner can use the product of this final project as promotional media to promote Sekar Waru Batik product and as tool when exhibition to introduce Sekar Waru Batik. home industry

1.3.4 for Students of the English Study Program

The report and product of this final project can use as references to conduct a similar project for students of the English Study Program.