

CHAPTER 1. INTRODUCTION

In this chapter, the writer explains the introduction. Explains the background, objective, and significances.

1.1 Background

Jewelry is the thing that people wear, such as rings, bracelets, and necklaces. It is usually made of precious metals such as gold and is sometimes adorned with gemstones. According to Chadour-Sampson (2010), the function of jewelry is as an accessory to people's style. Not only for accessories but jewelry can also show someone's status. For example, someone already married will have a wedding ring to show people that already married. Jewelry has some types, including earrings, rings, necklaces, and pendants. Indonesia famous with talented craftsmen specially on silver craftsmen. One of center of silver handicrafts in Indonesia is Bali.

There are many silver manufacturers in Bali. One of them is Deris Silver Export Jewelry Manufacture. Deris Silver Export Jewelry Manufacture is located in Pulau Batanta street, Pulau Pinang Housing Number D5 Denpasar Bali. Deris Silver Export Jewelry Manufacturer is a Balinese export handy craft silver jewelry manufacturer and casts Balinese silver jewelry to Australia, Belgium, the United Kingdom, Russia, and the United States. Deris Silver Export Jewelry Manufacture's products are rings, collars, rings, and earrings. They also served a custom-designed.

The writer conducted a preliminary study by interviewing Didin Syaifudin as the owner. Based on the interview, the owner explained that Deris Silver Export Jewelry Manufacturer was established on 3rd June 2006. Deris Silver Export Jewelry Manufacturer has a workshop and gallery in one place. So, the customer can see how the jewelry progress and watch directly. It has an Instagram account (@derissilver), a Facebook account (Deris Silver), website (derissilver.com) as a promotional medium. He also explained that the previous mediums could not attract customers to buy the

jewelry because the content was not detailed. They only show their product images, national event cards, progress from making jewelry, and some owner events like meeting foreign customers from London and Australia. Therefore, the owner asked the writer to make a video as promotional media. Hopefully, it can improve the quality of Deris Silver Export Jewelry promotion and help potential customers find information about Deris Silver Export Jewelry production easily. This promotional video will be uploaded as new Instagram and YouTube content for Deris Silver Export Jewelry promotion. Based on those conditions, the writer made a promotional medium in the form of a video about Deris Silver Export Jewelry products, unique services, and the process. As Arifin (2018) stated, video is an important advertising medium because it offers sound, images, and complete product details. Thus, the video can make viewers and potential customers interested since they can see a clear overview from the pictures of the product and the unique services included in the video.

1.2 Objective

The objective is to make a video as promotional media for Deris Silver Export Manufacture.

1.3 Significances

Based on the objective of this final project, hopefully, it can give benefit and be significant for the following:

1.3.1 For the Writer

The writer can apply his writing skill when making a script and apply translation skills in translating video scripts from English into Bahasa for subtitling. The writer can also use his English pronunciation ability when voicing over the video.

1.3.2 For Deris Silver Export Jewelry Manufacture

This video was used as a media promotion to promote Deris Silver Export Jewelry Manufacture.

1.3.3 For Viewers

This final project's product can help viewers get detailed information about Deris Silver Export Jewelry Manufacture

1.3.4 For the student of the English Study Program

This project can use as a reference for the students of the English Study Program who will conduct a similar project, especially making a "promotional video".