

CHAPTER 1. INTRODUCTION

1.1 Background

Bondowoso is a small town in East Java that has a lot of cultural diversity. There are five cultural diversity in Bondowoso, such as local customs (*Ojung*), performing arts (*Ronteg Singo Ulung*, *Macapat* and *Wayang Kettok*), traditional music (*Kentrongan* music), traditional dance arts (*Mulong Kopi* and *Topeng Kona* traditional dances) and the last is craft (Taufik, 2019). Craft is a handicraft activity that can increase creativity and skills to create imagination (Kusmiyati, 2013). There are several types of crafts, such as paper crafts, functional crafts, decorative crafts, and textile crafts (Nur, 2017). Textile crafts include various activities such as knitting, embroidering, weaving and the last is batik. In Bondowoso, there are many home industries, associations or groups of small and medium enterprises that are engaged in batik. One of the batik home industries in Bondowoso is Ida Batik Bondowoso.

Ida Batik Bondowoso was established on 20 December 2015 and is located in Kalianyar Village, Tamanan Sub-district, Bondowoso. It was established because the owner had the initiative to help the local community by providing jobs through this home industry and she wanted to develop batik in Bondowoso. This home industry also has a lot of unique motifs for its batik products, such as *Daun Singkong*, *Daun Kopi*, *Biji Kopi*, *Daun Tembakau*, *Tahu*, *Genteng*, *Blue Fire*, *Burung Surga*, *Ijen Geopark*, and many others. In addition, customers can also request batik motifs other than the ones mentioned above when ordering products from Ida Batik Bondowoso.

In addition to providing various products from batik, Ida Batik Bondowoso also provides various services by providing tools and materials of batik, so that customers who want to make their own batik can buy tools and materials there. Ida Batik Bondowoso also has its uniqueness from other batik industries in Bondowoso, which lies in one of the variations of the motif used by the owner called Batik *Tabur*. It is a variation used by Ida Batik Bondowoso by adding soda sprinkles to the batik cloth during the production process. This process creates motifs like a splash of waves. This

pattern is very unique because the pattern formed is different from common batik techniques. Because of its uniqueness, batik with this motif is in great demand by customers. This home industry also made motifs inspired by its surroundings, such as the tofu and tile motifs. They were picked since many people in the surrounding area made tofu and tile.

Ida Batik Bondowoso participated in several events and got many certificates. It participated in many big events, such as Bondowoso Batik Week, Harjabo (Bondowoso Anniversary), Batik Ambassador Election, Grand City Surabaya exhibition and several other prestigious events. Ida Batik Bondowoso also got several certificates. The certificates obtained were as an EXPO participant of the Muharram Festival on September 2018, and an award certificate because it demonstrated its competence as a company that consistently produced and sold hand-drawn batik from the Ministry of Industry on November 2018.

To get more information about the home industry, the writer conducted a preliminary study by interviewing the owner of Ida Batik Bondowoso. She said that Ida Batik Bondowoso had several promotional media in the form of social media to promote her products, such as Instagram (@idabatikbondowoso), Facebook (Farida Batik), and WhatsApp (085258808776). The Instagram and Facebook accounts only provided images of batik products, the process of making batik, the address, and the activities that Ida Batik Bondowoso participated. The last post on Instagram was on February 20, 2022, and on Facebook was on June 16, 2019. Meanwhile, WhatsApp was also used as a product promotion media as well as a communication tool for customers. Although Ida Batik Bondowoso has three promotional media, the owner thought that the three promotional media she used were not enough for explaining, showing and promoting the products of Ida Batik Bondowoso.

She told the writer that she needed promotional media in the form of videos as a promotional media to promote her products so that she can help customers find detailed information about the products easily and attract customers to buy the products. The owner also said that Ida Batik Bondowoso has never made any promotional media in

the form of videos. So, the video that was made by the writer could be used as one of the promotional media for Ida Batik Bondowoso. It used two languages, English and Bahasa Indonesia to make foreign and local customers understand the content of the video easily and get detailed information about Ida Batik Bondowoso. The video was then uploaded on social media (Instagram and Facebook) accounts of Ida Batik Bondowoso and shown when participating in various events.

Based on this condition, the writer made a promotional media in the form of a video about Ida Batik Bondowoso. According to Arifin et al. (2018), promotional videos are media to convey information about products ranging from images, product details and sound. The promotional video that is displayed can automatically attract the attention of customers to see a clear image and listen to the sound contained in the video.

1.2 Objective

The objective of this final project is to make a video as a promotional media in English with Bahasa Indonesia subtitles for Ida Batik Bondowoso.

1.3 Significances

Based on the objective above, the significances of this final project are:

1.3.1 for the Writer

The writer can apply her writing skill when making a script and apply translation skills when translating information about the products of Ida Batik Bondowoso.

1.3.2 for the Owner of Ida Batik Bondowoso

The owner of Ida Batik Bondowoso can use the product of this final project which is video to promote her batik products.

1.3.3 for Customers or Viewers

The product of this final project can help customers or viewers to get detailed information about the products of Ida Batik Bondowoso.

1.3.4 for Students of English Study Program

This project can be a reference for students of the English Study Program Politeknik Negeri Jember who want to conduct the same final projects, particularly making a promotional video.