

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is a country consisting of many islands. The islands of Indonesia spreads from Sabang to Merauke. In every island there is various region with their unique characteristic and cultures. According to Moerniwati (2013), one of the existing cultures in Indonesia is Batik. Batik has been around for a long time in Indonesia. On October 2, 2009 UNESCO established batik as one of the identities of the Indonesian state as an artificial cultural heritage which has also become a symbol of the country. The symbol known as batik has been produced in various regions with patterns and motifs that represent the uniqueness of each region, for example Priyangan Batik in Tasikmalaya, Gentongan Batik in Madura and Kawung Batik in Central Java.

Almost every district in Indonesia produces batik with the characteristics and culture that exist in the area, including Probolinggo Regency, East Java Province. Probolinggo Regency is the location of Batik Tenggeran home industry which can be easily recognized because of the location that's close to the landmark of Probolinggo city namely *Bundaran Glaser*. Batik Tenggeran home industry is famous cause has a good quality with beautiful batik motifs such as mount Bromo and the symbol of Probolinggo Regency Mango and Green Grape.

To get more information about Batik Tenggeran, the writer conducted a preliminary study to fulfill all information on Batik Tenggeran in an online interview via email with the owner of Batik Tenggeran. The writer ask about the promotional media that has been used to promote their product. According to the owner's answer, Batik Tenggeran only has Facebook namely "Batik Tenggeran" and a website <https://www.batiktenggeran.com/> as promotional media. However information from the owner, the media promotion didn't going well because the promotional media through Facebook only contains photos of visitors and consumers of Batik Tenggeran and one video of foreigners visiting Batik Tenggeran which makes the promotional media for Batik Tenggeran less attractive to locals and foreigners. The second promotional, the website Batik Tenggeran was already

inactive if the website want to reactivate it would require a lots cost due to the ineffectiveness of promotional media, the writer propose to create promotional media in the form of video.

According to Sukiman (2021: 187-188), Video is a component device or a media that can be displayed simultaneously in the form of images and sounds, the owner of Batik Tenggeran also has a target in promoting Batik Tenggeran to attract many locals and foreigners. In order to attract locals and foreigners the writer use social media platforms to upload the video promotion because social media is almost every day used by everyone nowadays. In an effort to attract locals and foreigners, the writer will choose social media that is often used by locals and foreigners lately according to We Are Social in andi.link website (Riyanto, 2021) the number of active users of social media in Indonesia as many as 170 million users with a percentage rate of 61%. We Are Social data also shows that the most widely accessed social media by internet users in Indonesia are Youtube, Whatsapp, and Instagram. According to Ma and Ma (2022), Promotional in bilingual is vital to reduce errors in interpreting words or languages that can create different meanings. This is a promotional video made as the final project by the writer. It contains the latest information about Batik Tenggeran.

1.2 Objective

The purpose of the writer final project is to make a video as a promotional media for Batik Tenggeran Probolinggo which can help Batik Tenggeran Probolinggo to promote its products to local and foreign customers.

1.3 Significances

Based on the objective above, the significance of this final project is expected to give benefits to the following parties:

- a. For the writer

This final project can be a means for the writer to apply the language skill and digital literacy, writing skills, and translation.

b. For the owner of Batik Tenggeran

The product of this final project can be promotional media that can help the home industry to promote their product which can attract customers. It serves as a medium of promotion since it shows products of Batik Tenggeran.

c. For the viewers

The final project can help viewers to know information regarding the product from Batik Tenggeran and also about Batik Tenggeran as a home industry in Probolinggo.

d. For Students of English Study Program

The report of this final project can be used as a reference for students of English study program who want to conduct a similar final project, especially in making videos for promotional media.