CHAPTER 1. INTRODUCTION

1.1 Background

Jember is one of the regencies located in East Java. It has many potential tourism destinations such as Papuma beach, Payangan beach, and WatuUlo beach. Jember is famous for its carnival event called JFC (Jember Fashion Carnival). In addition, Jember also has a lot of traditional products originally come from Jember such as coffee Jember, a fermented yam into a cake named proltape, and suwarsuwir. Jember also has a traditional cloth called batik. The motif of Jember Batik is tobacco leaf which is tobacco become a signature in Jember. Batik has its own characteristic that different with other batik productions in East Java. The characteristic of batik Jember is a leaf of plants like tobacco, coffee and chocolate. Jember has several batik home industries. One of batik home industries is Rolla Batik.

Rolla Batik located in Jalan Mawar number 75, Patrang, Jember. Rolla Batik was founded since 2010. Rolla Batik has three kinds of batik, batik tulis, batik cap and batik tenun. The writer conducted a preliminary study to gain information about Rolla Batik by conducting an interview with the owner of Rolla Batik Jember. In the interview, the writer asked to owner about Promotional media available at Rolla Batik. She mentioned that Rolla Batik uses social media such as instagram, facebook, and website to promote her products. In Instagram account “batikdantenumrolla”, provided information about activity outside. In website www.batikrolle.com, Rolla Batik provided profile of the home industry, but it was not explain the history of Rolla Batik. In Facebook “ButikBatikRolla” and Twitter “butikbatikrolla”, Rolla Batik provided contact person and product with the price.

The owner stated that she needed another promotional media contains information about the location of gallery Rolla Batik Jember, explanation about the motifs of Rolla Batik Jember, and how to make the batik to promote the
products of Rolla Batik Jember. Because in social media, it just contains photos of Rolla Batik Jember products. The owner advised her to make a promotional video. Video can show real something like picture, text, voice and others. The writer uses English in the video provide subtitles in Bahasa Indonesia. It helped the promotion of the product of Rolla Batik. Foreign and domestic tourist can understand the message delivered in the video. In other words, the video increases customers” interest in Rolla Batik and makes the product more widely known. So, the writer made promotional media that can attracted customer interest and later the media can be added to the social media.

1.2 Objectives
The objective of this final project is to make a promotional video to promote the product of Rola Batik Jember.

1.3 Significances
Based on the objective above, there are some significances of this final project. Those are:

a. For the writer
   The writer applied her English skills, such as writing and speaking. The writer applied her writing skill in making a concept of the video. In speaking skill, the writer applied the skill in giving a dubbing to the video. Besides, the writer also applied computer skill when the writer editing the video.

b. For Rola Batik Jember
   The product of this final project can be used as a promotional media to attract the customers for Rola Batik Jember.

c. For the customer
   This final project helped customers to know and get information in audio visual term about Rola Batik Jember.

d. For student of English Study Program
   The result of the final project can be used a reference for next students who are going to do similar final project.