

## **CHAPTER 1. INTRODUCTION**

### **1.1 Background**

Tulungagung is one of the cities that has many batik home industries. Based on small and medium industries data from The Department of Industry and Commerce of Tulungagung Regency (2022), there were 38 batik industries spreading across Tulungagung. However, some of them were not registered in the data and went out of business. Batik industries in Tulungagung are mostly found in several areas, specifically in Mojosari, Bangoan and Majan villages. There are several well-known batik home industries that have unique motifs in Tulungagung. One of them is Satrio Manah Batik, located in Bangoan, Kedungwaru, Tulungagung Regency, East Java.

The writer conducted a preliminary study by interviewing the owner of Satrio Manah Batik. He said that this batik industry was established in 1975. He also mentioned the reason when choosing Satrio Manah Batik as a brand name. 'Satrio Manah' was once a popular batik motif in East Java and West Java. Satrio Manah is a combination of several floral motifs with a brown base color and usually worn by men at engagement ceremonies. However, this batik has been forgotten and rarely found. He chose Satrio Manah motif as his brand name so that people can remember the motif again.

In addition, the writer got information about the uniqueness of Satrio Manah Batik products. One of the uniqueness that he mentioned was the primary color used in his products. The batik produced by Satrio Manah Batik commonly used dark colors, such as black and brown. The color did not fade quickly and the prices were affordable. Lots of customers made repeat orders because he always maintains the quality of his products. Some of its regular customers were Tulungagung government officers. It is no wonder that Satrio Manah Batik becomes one of the famous batik industries in Tulungagung. Another factor is that buyers can request the products they want to order. If the buyers want to order, they will consult with the owner to select the motif design. He also consistently

made new batik motifs and followed the latest trends so that buyers were not bored with the existing motifs and colors. In addition, there were also various products sold in this home industry. It also provided training for those who want to know how to make batik.

According to the owner, Satrio Manah Batik started its promotion using words of mouth. However, since words of mouth was ineffective in promoting his batik, the owner decided to promote his product on social media to attract more customers. The social media he used were Facebook (Batik Satrio Manah), Instagram (@batiksatriomanah) and WhatsApp (0813-3310-5000). The Facebook and Instagram accounts only contained photos of sample motifs and also some short videos about the store. However, posts on social media that only displayed product photos made buyers less interested in buying the products. Meanwhile, the WhatsApp account was used only for customers who want to order and ask questions about the products. To facilitate customers who could not come to the store, then the owner decided to post his products on online marketplace, such as Shopee. However, there were still not many customers who bought the products via the marketplace because pictures were not enough to make customers interested in buying the products. The owner also attended batik events to promote his products. Unfortunately, he did not have any promotional media to be displayed during the events because he only used social media. He needed promotional media to display product information and attract customer's attention. He also needed something interesting to post on his social media. He said that having an English promotional video with an Indonesian subtitle could help customers become interested in his products and more well-known to the society. In addition, by having a bilingual promotional video, the owner expects the target customer to be wider, not only domestically but also internationally.

Therefore, the writer decided to make a promotional video for Satrio Manah Batik. The promotional video used English voice-over with an Indonesian subtitle to make it easy for viewers to understand the presented information. As stated by Oktavianus (2019), a promotional video is an effective and communicative media to convey information to attract audience interest by

displaying sound and images, so that the audience quickly understands with the information given. Product photos may not necessarily convey the quality and original color of the product. Meanwhile, video simultaneously displays sound, pictures, and information that are believed to last longer in the customer's memory (Saputri *et al.* 2021).

## **1.2 Objective**

The objective of this final project is to make an English promotional video with Indonesian subtitle for Satrio Manah Batik Tulungagung.

## **1.3 Significances**

Based on the objective, the significances of this final project product are expected to provide benefits for the following parties:

### **1.3.1 The Writer**

This final project helps the writer to apply her writing and spelling skills in making a report. This project can also improve the writer's ability in videography when taking photos and videos.

### **1.3.2 The Owner of Satrio Manah Batik**

The promotional video can help the owner to promote his products and attract more customers to buy his products.

### **1.3.3 The Viewers**

The product of this final project can help viewers get information about Satrio Manah Batik.

### **1.3.4 The Students of English Study Program**

This final project can be used as a reference for English study program students who want to make the same promotional media for the final project, particularly making a promotional video.