

## CHAPTER 1. INTRODUCTION

### 1.1 Background

Indonesia is a country with various traditions, customs, and cultures. One of the most exciting things about Indonesia is its culture. Indonesia's cultural wealth is the heritage of the Indonesian nation's ancestors. One of which is Batik, batik is a typical cloth originating from Indonesia. It is undeniable that the beautiful form of Indonesian culture. According to Saraswati (2016), on 2 October 2009, batik was officially recognized as a World Heritage Site from Indonesia by the United Nations Educational, Scientific and Cultural Organization (UNESCO). Since then, 2 October is also celebrated as National Batik Day. Therefore, batik is one of the cultural heritages that have unique motifs that have their meaning.

Batik has various motifs with different meanings or philosophies in each region, such as Banyuwangi. Banyuwangi has a batik motif named *Gajah Oling* motif, and these motifs can be meaningful as *Gajah* is defined as something big. At the same time, *Oling* means *Ileng* or remember, so the *Gajah Oling* motif invites us always to remember the great God (Ariska, 2022). In Banyuwangi Regency, there are many batik home industries, one famous as a batik village is Tampo Village.

Tampo is a village located in Cluring, Banyuwangi, East Java. Tampo, known as the Banyuwangi Batik Village, has international standards (Abdul, 2021). Tampo Village is often used as a venue for various festivals, namely the Banyuwangi Batik Festival (BBF) by the local government, and one of them is the "*Canting Sewu Festival*," held in Tampo Village. The "*Canting Sewu Festival*" aims to promote Banyuwangi Batik Products and Banyuwangi Batik production houses as a national batik industry. Tampo village has several batik home industries one of them is Yoko Batik.

Yoko batik is one of the batik home industries in Tampo Village. It is located in Tampo Village, Cluring District, Banyuwangi Regency. According to the owner, this batik home industry was established in September 2015, and it is

called Yoko Batik because Yoko is the name of the founder of this batik home industry. Yoko Batik produces batik cloth and other local products such as *Udeng*, Waist bags, and Wallets made from batik motifs. All batik cloth products and other products are displayed in the gallery inside this production house.

To add more information about Yoko Batik, the writer conducted an interview and documentation as a preliminary study. The result of the preliminary study is, firstly, about their promotional media. The owner said that Yoko Batik Tampo has several promotional media in the form of social media to market their products, such as Facebook (Mujiyoko), Instagram (@batikyoko), YouTube (Yoko Batik), and WhatsApp (085738466610). The second is documentation. The writer checked Yoko Batik's social media content, such as Facebook, Instagram, Youtube, and WhatsApp videos. The four media contain several pictures of Batik Fabric products displayed on Instagram and WhatsApp. The video content on Youtube only explained the history of batik and the company profile of Yoko Batik, which is delivered in *Indonesian* with English subtitles. In addition, the owner added information that the promotional media that are often used at this time are Facebook and WhatsApp because the customers are more promising, and both old customers and new customers are more active on these social media. Instagram and YouTube are not quite busy because there are few followers and subscribers. Based on an interview conducted with the owner, there is a need for new promotional media in English version because this home industry wants to show more products and the latest motifs from this batik home industry. Promotional media in English is needed because Yoko Batik intends to reach the international target market.

Based on the above problems, the writer makes a video in a bilingual version as a promotional medium that contains complete information about the gallery, the history of some motifs and product images, price lists, contact information, and the location of Yoko Batik that can guide the audience who wants to come to this batik home industry. The promotional video is hoped to support the development of this batik home industry. To make the promotional video more available for local and international customers, it will be made in a bilingual version. The video will

expose the products by delivering product descriptions completed with persuasive narration and a beautiful back sound.

### **1.2 Objective**

This final project aims to make a promotional video of Yoko Batik Tampo Banyuwangi.

### **1.3 Significances**

Based on the objective, this final project can give benefit the following parties:

#### 1.3.1 for the writer

This final project can be helpful for the writer to apply writing skills when making a script, translation to use skills when translating the information from a source language to a target language, speaking skills, and media development to apply skills when editing the video.

#### 1.3.2 for the Owner of Yoko Batik Tampo

This final project video can be helpful for the Owner of Yoko Batik Tampo to promote their batik products.

#### 1.3.3 for Viewers

This final project's product can help viewers get information about Yoko Batik Tampo and their products.

#### 1.3.4 for the Students of English Study Program

This final project can be a reference for English Study Program Politeknik Negeri Jember students who want to conduct similar final projects, especially in making a promotional video.