

CHAPTER 1. INTRODUCTION

In chapter one, the writer explained the basic process of the final project. This chapter contains a preliminary study in Batik Tulis Soedjono related to background, objectives, and significance.

1.1 Background

In the global era, batik has developed into a symbol of Indonesian culture. Trixie (2020) stated that Batik as part of Indonesian culture that has been passed down by Indonesian ancestors since ancient times is a craft that has high artistic value. Indonesian batik can develop to an unrivalled level in its design and process (<https://bbkb.kemenperin.go.id>). On 2 October 2009, the United Nations Educational, Scientific and Cultural Organisation (UNESCO) recognized batik as Indonesia's cultural and historical heritage. UNESCO recognizes that Indonesian batik has techniques and cultural representations that have become the identity of the Indonesian nation. Many regions in Indonesia produce products with many motifs that suit their uniqueness. The existence of batik in the world is a heritage of Indonesian art for generations. Many provinces in Indonesia produce batik, one of which is the province of East Java, which has unique motifs with different meanings.

Lamongan is one of the regencies in East Java that holds traditional folk art. They are kinds of batik techniques, such as printed batik, stamped, and hand-written batik. The uniqueness of Lamongan batik is its motif of milkfish and catfish. Then every batik must have that motif, which signifies the Lamongan district logo. However, most of the batik production in Lamongan is managed by the family, one of which is Batik Tulis Soedjono. Batik Tulis Soedjono is one of the most popular batik home industries in Lamongan. This home industry has strong potential in developing the Batik Tulis business. Batik Tulis Soedjono has a characteristic Daliwangun motif derived from local folklore, namely the Dali bird and Wangun tree and other motifs according to customers' interests, they are exclusive and limited to order. Batik Tulis Soedjono is a hand-written batik whose manufacturing

process is mostly done by drawing by hand and this batik is characterized by bright colours.

The writer did a preliminary study and collect information about previous promotional media by contacting the administration staff of Batik Tulis Soedjono Lamongan. They said that there are websites (https://bit.ly/batiktulis_soedjono), Instagram (@batiktulis_soedjono), WhatsApp, and Facebook (Batik Tulis Soedjono) which contain pictures of their products. They need a video as an additional promotional media related to Batik Tulis Soedjono products. Rusman (2012) stated that one of the advantages of video as promotional media is that videos can overcome space and time limitations, more realistic, and can be repeated or stopped as needed. So, it is very effective for promotional media purposes by providing promotional videos that are expected to increase local and foreign customers.

The writer decided to make a bilingual promotional video, English for the voiceover and Indonesian for the subtitles to make viewers easier to understand the contents of the video clearly. So, the video can reach both local and foreign markets since it provides complete information about the product and the variety of motifs available at Batik Tulis Soedjono. The promotional video is uploaded on several social media, especially YouTube, and promoted on other social media such as Instagram, Facebook, and WhatsApp.

1.2 Objective

The objective of the writer's final project is to make a promotional video for the bilingual version of Batik Tulis Soedjono Lamongan, including an English voiceover with Indonesian for subtitles to promote their products to local and foreign customers.

1.3 Significances

Based on these objectives, the report and the product of this final project provided the following benefits:

1.3.1 For the Writer

The writer can apply and improve skills in communication, writing, and translating language skills while studying English Study Program.

1.3.2 For the Owner Batik Tulis Soedjono

This product is a promotional media that can give benefit Batik Tulis Soedjono to attract more customers so that there are many visitors and customers from local and foreign countries.

1.3.3 For the Customer

This video gives benefit to viewers from local and foreign countries because they get more information about Batik Tulis Soedjono and be interested in buying the product.

1.3.4 For the Students of the English Study Program

This product can be used as an idea for the students of the English Study Program who will make the same project which is a promotional video.