

CHAPTER 1. INTRODUCTION

In this chapter the writer describes background related to batik, home industry and promotional video, the objective that contains the purpose of making promotional video, and the significance that contains the benefit of the final project.

1.1 Background

Indonesia has a variety of cultures. The culture of a nation reflects the progress and wisdom of its society that spread in 38 proficiencies from *Sabang* until *Merauke*. The culture from historical background and uniqueness become a symbol of Indonesia's wealth and heritage (Hariyanto, 2016). Preserving culture is important because it is one of the country's identities. Preserving the country's identity is the responsibility of all of Indonesian citizens. As an example of the existence of Indonesian culture that must be preserved is batik. Batik is a traditional art from Indonesia. It involves a technique of decorating fabric by applying wax, dyeing to create intricate patterns and motifs. The word "batik" is obtained from the Javanese word "amba," which means "to write," and "titik" which means "dot." (The Craft Atlas, 2023)

Batik in Indonesia has high symbolic significance, uniqueness, and aesthetic value. A beautiful motifs are built to represent batik characteristics in each region, and almost every region in Indonesia has its batik characteristics. According to the owner, batik is a series of dots forming specific patterns. Batik is identified as a cultural symbol in Indonesia with a technique to visualize culture from regions through unique motifs (Wulandari, 2022). Every motifs has a philosophical meaning that has value and history through batik motifs or patterns from each region.

Bondowoso is one of the regencies in east Java that has natural motifs as the main theme of their batik pattern. The motif has various choices of patterns adopted from natural resources such as insects, plantations, and nature (Bifadlika & Russanti, 2016). For that reason, this type of pattern creates potency toward the

diversity of batik pattern from Bondowoso. As a result, the number of batik industries in Bondowoso is increasing. One of the home industries that represent a big potency of batik is Ki Ronggo batik home industry. It is located Klabang, Bondowoso Regency. In that location, the writer conducted preliminary study by interviewing the owner of Ki Ronggo batik home industry to get several information.

Ki Ronggo Batik is one of Small and Medium Business (*Usaha Mikro Kecil Menengah*) that was established on February 18, 2016. So far, the promotional media of this home industry were Instagram (@batikkironggo) with 932 followers and Facebook (Batik Ki Ronggo) with 3.142 followers. However, in its social media the owner did not share detailed information and both social media was not active effectively. It means their last post on Instagram account was on February 17, 2022 and Facebook account was June 1, 2022. In order to introduce the batik motifs to a wider community, Ki Ronggo batik home industry has joined the exhibitions and showed the uniqueness of the motifs. This home industry has a big potency to introduce batik motif culture from the local to an international market. To boost the promotion activity in social media, the owner needs additional promotional medium in the form of video which can be spread easily. The owner needs this video as promotional medium in order to boost their market from local to international to be a suitable medium for delivering several information. Video will use English and Indonesia to convey information from local to international. The video will be available on social media such as Instagram (@batikkironggo) and Facebook (Batik Ki Ronggo) to get engagement.

In order to fulfill the need of promotional medium to reach international market and boost the promotion, the writer decided to make a bilingual promotional video of Ki Ronggo batik home industry. Video as a promotional medium uses a visual communication that provides complete information about the product (Sunarya et al., 2021). The video contained detailed information such as the slight history, products, motifs, price, technique of making batik, and contact person.

1.2 Objective

The objective of the final project was to make a bilingual promotional video for Ki Ronggo batik home industry.

1.3 Significances

The significances of the final project are useful for some parties:

1.3.1 for the Writer

The writer increased her writing and speaking skill as well as her ability in translating and operating computer such as writing.

1.3.2 for the Viewers

The viewers get information that they need about Ki Ronggo batik home industry.

1.3.3 for the Owner of Ki Ronggo batik home industry

The owner can use the product of this final project to promote Ki Ronggo batik and to introduce the home industry when joining exhibition.

1.3.4 for Students of the English Study Program

The proposal and product can use as references to conduct a similar project for students of the English Study Program.