

CHAPTER 1. INTRODUCTION

1.1 Background

Batik is a characteristic of Indonesian traditional clothing that holds philosophical and cultural values. The philosophical and cultural values make batik designated as a Masterpiece of the Oral and Intangible Heritage of Humanity (UNESCO, 2009). Batik is increasingly popular and widely recognized around the world. Accordingly, batik industries in Indonesia have increased. One of the excellent potential areas as a batik-producing industry in East Java is Pasuruan. This is because there are many batik industries, so it makes Pasuruan has potential as a batik-producing area. One of the batik industry in Pasuruan is Aldy's Cemara Batik.

Aldy's Cemara Batik is located in downtown Pasuruan, specifically on Jalan Imam Bonjol, Panggungrejo, Pasuruan. Aldy's Cemara Batik produces batik fabric, cloth, dresses, hats, handbags, and *udeng*. The batik motifs of Aldy's Cemara Batik mostly represent the characteristics of Pasuruan; *daun sirih* (betel leaves). Besides being a Pasuruan batik producer, Aldy's Cemara Batik is also well known as the initiator of the first eco-print in Pasuruan (Ardiansyah, 2022). This home-based business has also received various awards, such as an awardee of the Pasuruan Batik preservation, the sponsor of *Duta Genre 2022*, and the sponsor of *Putri Pendidikan Nasional 2021*. This achievement can help Aldy's Cemara Batik increase the potential and sustainability of its business. Therefore, the writer is interested to get further information about Aldy's Cemara Batik through a preliminary study focusing on its existing promotional media since they have a significant impact on the sustainability of a business.

The preliminary study was conducted through an offline semi-structured interview. In the interview, the owner stated that he usually does his business activities and promotions on Instagram (@aldys_batik) and WhatsApp accounts. The owner also stated that almost all of his business activities and product promotions are mostly on Instagram. He further explained that his business has penetrated international markets, such as Japan and China, through the *Inacraft* exhibition event at Senayan Jakarta in 2017. Even though there were Japanese and

Chinese buyers, the owner claimed that he still has difficulty promoting his batik products because of limited communication with foreign customers. Since he used Indonesian as the language of all promotions on Instagram, so the owner needs to do promotions in English to make him easier to communicate with potential customers from other countries. It can be concluded that Aldy's Cemara Batik needs a promotional medium that presents the promotional content in English.

As a response to the owner's need, the writer proposed to make a promotional video for Aldy's Cemara Batik. The content of the video will be in two languages, Indonesian and English. According to Terence (2003) in Astuti & Desriyeni (2018), the excellence of making a promotional video is to interestingly persuade customers using audiovisual media to deliver information about business products. The writer will also suggest the owner upload the promotional video on Aldy's Cemara Batik Instagram account. Therefore, this final project is expected to help the owner attract more domestic and foreign potential customers so that Aldy's Cemara Batik can broaden its target audience and market reach.

1.2 Objective

The objective of this final project is to make a video as an additional promotional medium for Aldy's Cemara Batik products. The promotional video will use two languages, English and Indonesian.

1.3 Significances

Based on the objective above, the significances of this report and the product of the project are:

1.3.1 For the writer

The writer can apply her skills in writing the script and translation skills during the process of translating the script from Indonesian into English.

1.3.2 For Aldy's Cemara Batik

The product of this final project can be used as an additional promotional medium containing information about the products of Aldy's Cemara Batik. The

use of two languages for this product can help Aldy's Cemara Batik expand its market reach.

1.3.3 For the viewers

The viewers of this final project both domestic and foreign get detailed information about Aldy's Cemara Batik.

1.3.4 For the Students of English Study Program

The final project can be used as a reference for the students of English Study Program who will conduct a similar project, making a promotional video.