

## CHAPTER 1. INTRODUCTION

### 1.1 Background

Indonesia is a country that has a lot of ethnic and cultural diversity in every region. Each region has different characteristics due to the history and culture brought from ancestors. One of the regions that have a lot of heritage is Mojokerto. Safitri (2015) explained that many legacies of the Majapahit Kingdom spread around Trowulan Sub-district, Mojokerto Regency, are in the form of building foundations, temples, *gapura* (gates), and reservoirs. Since the Majapahit Kingdom is geographically located in Mojokerto Regency, a lot of cultural products and handicrafts can be found there to describe the greatness of the Majapahit Kingdom. One of the products is batik.

Mojokerto Regency has many batik home industries. One of them is Negi Batik Tulis Majapahit. It is located at Dinoyo Village, Jatirejo Sub-district, Mojokerto Regency. This batik home industry uses three techniques in processing its product. There are written batik, stamped batik, and semi-batik (written-stamped batik), which used materials of wax and fabric. The uniqueness of this home industry was prioritized by written batik and using natural primary colorings such as indigo leaves, the rind of myrobalan fruit (*jolawe*), and the bark of *tingi*. Negi Batik Tulis Majapahit not only offered batik fabric but also batik merchandise, which are scarf, tissue boxes, and sarongs. The owner offered several motifs that show Majapahit histories, such as *Surya Majapahit*, *Candi Bajang Ratu*, *Candi Brahu*, *Candi Tikus*, *Candi Wringin Lawang*, and *Gajah Mada*. There also *Buah Maja* (*Aegle marmelos*) and *Merak Surya* (peacock) represent flora and fauna in Mojokerto.

In order to introduce the Majapahit motif wider, Negi Batik Tulis Majapahit offers public batik training. The owner expects the trainee would become a talented batik artisan and even develop their own batik industry. In addition, Negi Batik Tulis Majapahit attended exhibitions at various events. It started from national (Indonesia Quality Expo 2022, INAPRO Expo 2020, Batik Fashion Fair 2019) to international events (TEI 2022, which is Trade Expo Indonesia 2022). Moreover, Negi Batik Tulis Majapahit was approved by ISO 9001-2015 Quality Management System for the Production of Handmade and Stamped Batik on July 29, 2019.

In getting information, the writer conducted a preliminary study by interviewing the owner of Negi Batik Tulis Majapahit and observing the data through Internet. The owner used social media to promote the products to show the product's uniqueness and worthiness. They are Instagram (@batik\_majapahit\_mojokerto), Facebook (Negi Batik Tulis Majapahit), Tiktok (@heni.yunina), WhatsApp (081216102279), YouTube (Negi batik majapahit mojokerto Heni yunina) and also had online shop on Shopee (1heni\_yunina). The owner said that in promoting the products, she only used Instagram and TikTok because easier give updated information than Facebook and Youtube. While in ordering, she used WhatsApp that more effective to communicate with customers than Shopee. On Instagram, the owner uploaded photos and videos about the batik products, activities that Negi Batik Tulis Majapahit participated in, batik motifs, address, facilities, and the process of making batik. It was the same on TikTok, but she only uploaded videos. Unfortunately, the photos and videos were not detailed, which confused customers and made them ask questions in the comment column. Sometimes the owner did not reply to these comments because she was busy producing quite a lot of batik product orders. In addition, information in the media was presented randomly and separately, such as a video documenting public batik training, then another video showing the batik motifs their producing, etc.

Based on the condition, the writer offered to make a promotional video for Negi Batik Tulis Majapahit that provided various information about the product. As stated by Yudani (2017), video conveys information through images and sounds, then more effective than other media. Moreover, the owner requested that the video

became an official promotional medium which displayed on the Negi Batik Tulis Majapahit YouTube account. It improved the quality of batik promotion and helped customers in finding information about Negi Batik Tulis Majapahit easily. The video also completed the batik home industry's media when joining the exhibition. In addition, the owner asked the writer that the video would be formed as a bilingual video for helping foreign customers understand all the information contained in the video and got detailed information about Negi Batik Tulis Majapahit.

## **1.2 Objective**

The final project's objective is to make a bilingual video as a promotional medium for Negi Batik Tulis Majapahit in Mojokerto.

## **1.3 Significances**

According to the objective above, the significance of making a bilingual promotional video for these parties:

### **1.3.1 for the Writer**

The writer can apply her skills in English, such as writing and translation, when writing the script. Also, the writer can apply her speaking skill in the recording voice over process.

### **1.3.2 for the Owner of Negi Batik Tulis Majapahit**

The owner of Negi Batik Tulis Majapahit can use the video to promote the product broader, complete the media when joining the exhibition, and be the official video that will be uploaded on their social media, especially YouTube.

### **1.3.3 for the Viewers**

Viewers from local and even international can get more detailed information about the products of Negi Batik Tulis Majapahit.

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

The students of English Study Program can take this last project as a reference for conducting the same project.