

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is a country with very diverse cultures and customs, this can be proven by the many islands scattered throughout Indonesia. The variety of Indonesian culture can be seen from various angles ranging from cultural dances, traditional houses, regional culinary specialties, traditional clothes, and others. Culture is defined as a way of life that develops and is shared by a group of people and is passed down from generation to generation (Najoan 2017). Indonesia has many cultures that we know around us , traditional houses, traditional weapons, traditional dances, traditional songs, cultural heritage and many more.

One of Indonesia's cultural heritage that is well known by foreign nations is batik. Batik is a typical Indonesian cloth that has a distinctive motif in each region, batik is made by writing or depicting wax on the cloth and then processed in a certain way so as to produce its own characteristics for each batik cloth. Batik which is the national identity is a cultural heritage that must be preserved. Moreover, the government has ratified batik days throughout Indonesia to maintain and develop Indonesian batik.

Indonesia has various types of batik, each of which has its own characteristics ranging from the manufacturing process to the motif. Some typical Indonesian batik motifs have their own meanings such as *Batik Kawung* which has the meaning of a symbol of the palm tree. Various regions in Indonesia also have their own unique batik motifs. One example is the city of Jember, a city located in East Java which also has its own batik. Jember batik can be recognized from its trademark, which is patterned with tobacco leaves. The leaf, dubbed the gold leaf, is painted on a piece of cloth to show its own uniqueness. Beautiful motifs, various colors and the beauty of the combination provide its own value. So that there are many fans, both from the people of Jember and from outside Jember. Several batik motifs are produced in various home industries spread across the Jember area.

One of his home industries is Hariyani Batik. Hariyani Batik is one of the home batik industries located in Jember. It is called Hariyani Batik because

Hariyani is the name of the owner. It is located in Langon Village, Ambulu District. This home industry was founded in 2017. Hariyani Batik Langon Ambulu produces various kinds of typical Jember batik motifs as well as free and contemporary batik motifs. The typical Jember batik motifs are inspired by natural resources in the area such as tobacco, dragon fruit, cocoa, coffee, butterflies, and birds. Hariyani Batik Langon Ambulu used to employ local people such as neighbors or relatives. Usually, the workers will take cloth and other batik materials at the Hariyani Industrial House and bring them to their respective homes to be painted then will experience the coloring process back to the Hariyani Batik Langon Ambulu industry house.

The writer conducted an interview with the owner of the Hariyani Batik home industry in the April 2020 study to obtain information about Batik Hariyani. During the interview the writer gave several questions to the owner about batik production at Hariyani Batik Langon Ambulu such as production, customers, and promotion. Hariyani Batik Langon Ambulu can produce dozens of pieces of batik every month with a turnover of around tens of millions. The customers of Hariyani Batik Langon Ambulu are local and foreign customers. On the other hand, Hariyani Batik Langon Ambulu does not have sufficient media for promotion. Based on interviews that have been conducted, the owner mentioned that he only uses social media (Facebook and Instagram) to promote his products. The media only contains photos of Hariyani's Batik products. Even though there is social media, the customers have difficulty when they want to buy a product, because on social media there is no description and product price. The owner mentioned that he needed promotional media in the form of a promotional video for Hariyani Batik Langon to introduce Hariyani Batik products and help local and foreign customers to find types of Hariyani Batik products. Therefore, the writer took the initiative to use video promotion media because it is considered more attractive and efficient.

The writer chooses promotional media in the form of video because promotional media have advantages such as introducing products in a fun way, making products look quality and so on as stated by Sunarya (2017) audio-visual media is more interesting because it includes many elements, including motion, images, sound, and also music. The writer uses video promotion media by

displaying superior products from Hariyani Batik Langon Ambulu and also the manufacturing process from beginning to end along with the advantages of each product and the meaning of each Batik motif produced by Hariyani Batik Langon Ambulu.

Based on the explanation above, Hariyani Batik Langon Ambulu needs promotional media in the form of video to attract the attention of consumers/customers, a good promotional media is needed to provide information about the price of batik and the batik variant available. So the writer conducted a final project by making a promotional video to attract customers' attention and provide information about Hariyani Batik Langon Ambulu, the writer hopes that this video promotional media is more interesting and also saves time and energy for consumers.

1.2 Objective

The objective of this final project is to make a promotional video of Hariyani Batik Langon Ambulu Jember that can be used to promote this home industry to the costumers.

1.3 Significance

This final project can be beneficial for the following parties;

1. For writer

By conducting this final project, the writer can develop his skills in writing and translating text The writer also gains knowledge on how to make videos and promote them.

2. For Hariyani Batik Langon Ambulu

Hariyani Batik Langon Ambulu can use the video as the product of this final project as a promotional medium to attract consumers' interest in it's batik so that they will buy products from Hariyani Batik Langon Ambulu

3. For tourists, customers or readers

This final project can help them to get more detailed information about Hariyani Langon Batik products

4. For English Language Study Program Students

This final report and product can be used as a reference for students of Politeknik Negeri Jember English Study Program who want to do a similar final project.