

# **MAKING A PROMOTIONAL VIDEO OF GIRLI BATIK LUMAJANG**

## **A FINAL PROJECT REPORT**



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LANGUAGE, COMMUNICATION, AND TOURISM DEPARTMENT  
POLITEKNIK NEGERI JEMBER  
2023**

# **MAKING A PROMOTIONAL VIDEO OF GIRLI BATIK LUMAJANG**

## **A FINAL PROJECT REPORT**



Presented as one of the requirements for the completion of study in  
A Three-Year Diploma at the English Study Program of Language,  
Communication, and Tourism  
Department Politeknik Negeri Jember

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**MINISTRY OF EDUCATION, CULTURE, RESEARCH, AND TECHNOLOGY  
POLITEKNIK NEGERI JEMBER  
LANGUAGE, COMMUNICATION, AND TOURISM DEPARTMENT**

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**MAKING A PROMOTIONAL VIDEO OF GIRLI BATIK LUMAJANG**

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Thus, I made this statement real, without any pressure and coercion from any party, and I will receive academic sanctions if it turns out later this statement is not true.

Jember, 24 Juli 2023



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## **MOTTO**

“Success does not belong to smart people, success belongs to those who always  
try”

B.J Habibie

## **DEDICATION**

First, I dedicated my final project to my beloved parents and my sister that gave me their best until I finished this final project. May Allah give them ease and happiness.

## SUMMARY

**Making a Promotional Video of Girli Batik Lumajang**, Bening Ambarwati, F31201345, 2023, 34 Pages, Language, Communication and Tourism Department, Politeknik Negeri Jember, Julien Arief Wicaksono, S.Pd., M.Pd. (Supervisor).

This is the report of the final project entitled “Making a Promotional Video of Girli Batik Lumajang”. This final project aims at improving the quality of promotions at Girli Batik and helping customers to find information about Girli Batik Lumajang. Based on the preliminary study that the writer conducted, this batik home industry required videos as promotional media in two languages, namely Indonesian and English. In this case, the writer made a promotional video for Girli Batik Lumajang as her final project.

Then, to complete this final project, the writer collected data using four methods. The methods used are observation, interview, document, and audiovisual material. Apart from that, she also used three procedures in making videos from Tama *et al.* (2017). These procedures are pre-production, production, and post-production. Pre-production is the start of the procedure. The writer made an idea, scriptwriting, and storyboard in this step. The idea contains determining the video title, the language used in the video, and the contents of each part of the video. At the same time, scriptwriting contains the making of the video script. The writer wrote the manuscript in Indonesian based on the results of the data collection process and translated it into English. Then proceed by making a storyboard. After that, she hired a videographer to help her in production process, especially in the process of making a video concept. In this step, the videographer helped the writer to take several videos and photos using his camera. While making the back sound, the writer asked the videographer to add several instruments and voiceovers. For voiceover, she recorded her voice using a smartphone while reading the English script. Then, the videographer combined the voiceover results with the selected back sound. The final step is post-production, in this step, the videographer focused on transferring the video file, editing it, and adding Indonesian subtitles. After that, she transferred the video file according to the selected format and then uploaded the file to google drive. Then,

the video will be given to the owner to be uploaded on their social media, such as Instagram (@girlibatik), Facebook (Batik Tulis Girli Lumajang), and YouTube (Girli Batik).

The writer faced various challenges during the process of making this video, especially when recording the voiceover. While writing the script, the writer must re-correct the grammar used to give good results about the promotional video to attract viewers. The writer also learned several things while working on this final project. She has improved her communication and interaction skills, especially when conducting interviews with the owner and negotiating with the videographer. She also learns about how to pronounce English correctly when voiceover. In addition, she also improves her ability to determine the correct grammar when writing proposal.

Last, the writer has some suggestions for the student of English Study program, the owner of Girli Batik Lumajang and the English Study Program. For students of English Study Program can learn about videos from the beginning both independently through the internet or better learn directly from someone more experienced in the video field. The owner of Girli Batik Lumajang should continue to update their social media and add some content to keep customers interested. For the English study program, it is hoped that can improve lessons and practice about computer skills to help students complete their final projects later.

## ACKNOWLEDGEMENT

*Alhamdulillah.* Because of the mercy that Allah gives, the writer can finish her final project entitled “Making a Promotional Video of Girli Batik Lumajang” well. She would like to deliver her gratitude to these following people who have given many contributions in finishing this report:

1. Saiful Anwar, S.TP, MP, as the Director of Politeknik Negeri Jember,
2. Enik Rukiati, S.Pd., M.Pd., as the Chair of Language, Communication and Tourism Department.
3. Nodistya Septian I, S.S., S.Pd., M.Pd, as the Coordinator of English Study Program.
4. Vigo Dewangga, S.S., M.Pd. as the Coordinator of Final Project.
5. Julien Arief Wicaksono, S.Pd., M.Pd. as the first supervisor who patiently taught and led her to this stage, in finishing the product and the report of final project.
6. Cholimatus Zuhro, S.Pd., M.Li. as the first examiner who gave her advice and valuable feedback in finishing the report well.
7. Fitri Wijayanti, S.Pd., M.Pd. as the second examiner who gave her feedback to make this report of final project become better,
8. All of lecturers and staffs in Language, Communication and Tourism Department who gave valuable knowledge and experiences during her study for three years in English Study Program.
9. Anggi Risqi Amalia Susanto and Arof Bashori as the professional who helped the writer in shooting and editing process.

The writer realizes that there are still many weaknesses in this final project. Critics and suggestions are needed to make a better final project

Jember, 24<sup>th</sup> July 2023

Bening Ambarwati

NIM F3120345

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## CHAPTER 1. INTRODUCTION

### 1.1 Background

Batik is one of the cultural heritages recognized by the world. UNESCO declared batik from Indonesia as an Intangible Cultural Heritage of Humanity, established on October 2, 2009. Batik itself is a beautiful work of art with motifs by many meanings and various philosophies. Batik is not only known as a beautiful work of art but also one of the livelihoods for the people of Indonesia.

We can find various kinds of batik motifs in different regions in Indonesia, which are widely spread with their uniqueness and characteristics. There are also many batik-producing cities that we can find, such as Pekalongan, Solo, Yogyakarta, Lasem, Banyumas, Purbalingga, Surakarta, etc. (Widodo, 1983). There are several batik productions in Indonesia. The great potency generated by the existence of batik can pave the way for our culture, especially batik products form remote areas or villages in Indonesia. Batik motifs often match the local characteristic of its area, including the batik of Lumajang.

Lumajang has many batik home industries that is written and stamped batik, and also known as the city of bananas. Several batik home industries operate in Lumajang, including Girli Batik Lumajang. Girli Batik Lumajang is home industries producing various types of typical Lumajang batik. located on Jalan Krajan Satu, Kebonagung, Sukodono Subdistrict, Lumajang City. Girli Batik Lumajang produces two types of batik with various motifs and natural colors from various fabrics. There are seven batik motifs currently available at Girli Batik Lumajang. This batik shop also provides batik for men and women with various types such as formal batik, long and short sleeve batik, casual, traditional and modern batik, etc. The uniqueness of Girli Batik Lumajang is from the motifs which are dominated by plant motifs such as bananas. This motif was created because it was inspired by Lumajang, known as the city of bananas.

The writer conducted a preliminary interview with the owner of Girli Batik then the owner said that to promote her batik was still by WhatsApp Instagram (@girlibatik), and Facebook (Batik Tulis Girli

Lumajang). The owner last updated on Instagram was in 2022, Facebook in 2022, and YouTube in 2019, because they still did not have employees who can handle social media. WhatsApp is used for purchasing, ordering, and getting information about batik. On the Instagram only contained information about batik motifs being sold and several awards received by Girli Batik Lumajang. For Facebook, it is also the same contained some information regarding motives and awards. Previously the owner also said that she had created a YouTube channel, the name of the channel is Girli Batik. However, it only contained tutorial for making batik, so more specific promotional media in the form of videos for Girli Batik Lumajang is still unavailable. However, the information on social media of Girli Batik Lumajang still needs to be completed and needs more detail because it only displays only batik motifs. Thus, information about prices and other information related to batik is complex for customers to know.

At the time, Girli Batik often participated in several workshops, exhibitions, and national events in Lumajang. In addition, Girli batik Lumajang has received many awards from participation in various events programs. Its batik cloth product is also often used by several important people in Lumajang. From this conclusion, the writer decided to make a promotional video that contained complete information about the Girli Batik Lumajang to attract customers when conducting marketing activities or exhibitions. This video would be equipped with an English voice-over and Indonesian subtitle to introduce more about Girli Batik to international customers, so they can be interested in buying batik at Girli Batik Lumajang.

## **1.2 Objectives**

The purpose of this final project was to create a video as promotional media so that Girli Batik Lumajang can use it to promote their batik and can attract international customers to buy batik.

## **1.3 Significances**

Based on the above objectives, this final project was expected to have significance for some people, namely:

### **1.3.1 The Writer**

This project was useful for the writer to improve her skills in making a script and apply translation in translating video script from Indonesia into English. The writer also able to apply her English pronunciation ability when doing the video voiceover, writing skills when creating manuscripts suitable for good writing style, and skills in the computer field when making this product.

### **1.3.2 The Owner of Girli Batik Lumajang**

This video can be used as a promotional media to introduce Girli Batik Lumajang more broadly and can be a medium that can attract customers to buy products from this Girli Batik Lumajang.

### **1.3.3 For Students of the English Study Program**

This final project can be used as a reference for students from the English Study Programs to study it or those doing a final project with a similar product.

## CHAPTER 2. REVIEW OF LITERATURE

### 2.1 Batik

There are many definitions of batik that come from various sources. According to Kusumaningtya *et al.* (2011), batik is a craft that has high artistic value and is part of Indonesian culture (especially Javanese) for a long time. Meanwhile, according to Trixie *et al.* (2020) those batik is known as a culture that is always developing within Indonesian society. From this statement, it can be concluded that batik is a culture from Indonesia with high artistic value and has developed within the scope of Indonesian society.

According to Iskandar and Kustiyah (2017), batik is a series of words “*mbat*” and “*tik*”. *Mbat* in Javanese can be interpreted as *ngembat* or repeatedly throwing, while *tik* comes from the word dot. So, batik means throwing dots many times on the cloth. Some say that the word “*amba*”, which means wide cloth, and the word point. It means that batik is dots drawn on a wide cloth medium in such a way as to produce beautiful patterns. While according to Sularso *et al.* (2009), batik refers to cloth with a pattern produced by the wax material that is applied to the cloth so that it resists the entry of dyes or wax resist-dyeing. Based on the description above, it can be included that batik is a series of words “*mbat*” and “*tik*” which means throwing dots repeatedly on cloth or drawing on cloth media to produce beautiful patterns. The wax material produces the batik patterns on the cloth to increase the dye’s entry.

### 2.2 Kinds of Batik

Batik is one of the culture heritages that is very attached to the Indonesian nation and widely produced in various regions, which of course has many types (Toufiqoh *et al.* 2018). According to Singgih (2016), there are several kinds of batik, namely written batik, painted batik, and stamped batik.

a. Written Batik

Written batik is a cloth decorated with batik textures and patterns by hand. The time needed to make batik is approximately 2-3 months.

b. Painted Batik

Painted Batik is the process of making batik by directly painting on a white cloth.

a. Stamped Batik

Stamped batik is a cloth decorated with batik textures and patterns formed with a stamp (usually made of copper). The manufacturing time range is approximately 2-3 days.

The owner of Girli Batik Lumajang, said that the techniques used were written batik and stamped batik because Girli Batik is still considered a home production, it only focuses on producing written batik and stamped batik.

### **2.3 Promotional Media**

Promotional media is an important aspect of an industry in the field of goods and services because it is one of the aspects affecting a product's sales level. Zimmer *et al.* (2002), argues that promotion is all kinds of persuasive communication designed to inform customers about products or services and to influence the to buy those goods or services, which includes publicity, personal selling, and advertising. Meanwhile, according to Boove (1997), media is a tool that has the function of conveying a message. So, from the information above, it can be concluded that promotional media is a tool or material used to convey information about products or services to attract the interest and attention of customers. Based on the surveys and observation conducted along with information obtained by the writer from the owner, Girli Batik Lumajang still needs media that can promote its products. The owner wanted her product to have promotional media to attract or influence customers to buy the product. So, this statement supported the writer in making promotional media for Girli Batik Lumajang because it is considered more effective, saves costs, and can reach customers widely.

## 2.4 Types of Promotional Media

Promotional media is a means of conveying information or messages that aim to promote or market a product, which has several types. According to Kusmono (2001), promotion has three types: physical promotion, traditional media, and digital media.

### a. Physical Promotion

Physical promotion can be at bazaars, concerts, and exhibitions. Of promotion this type has advantage and disadvantage. The disadvantage is that it is possible to interact or react directly with potential customers, while the disadvantage is a limited number of potential customers that can be reached.

### b. Traditional Media

Promotion through traditional media can be through print media such as newspapers, magazines, and tabloids. This type of promotion has the advantage of reaching more and more comprehensive potential customers, and the disadvantage is that it costs a lot and is also time-consuming.

### c. Digital Media

The development of technology and information has changed the way of promotion in today's digital era. Several promotions through digital media can be done, such as through social media, website networks, and electronic media (video, television, and others). The advantages of this type of promotion are that the costs tend to be cheaper, it can reach many customers, and the implementation is easier and faster. While the disadvantage is that it requires creativity to compete with others.

In making this final project product, the writer made a promotional video through digital media that is electronic media (video). The writer chose digital media (video) because it is more efficient in terms of time and cost. This type of promotional media is very reliable when applied in the current era of information technology development because it will be able to quickly and broadly reach the public compared to other types of promotional media, which require extra work in its implementation.

## **2.5 Promotional Video**

Promotional video is one of the most effective communication media because it can cover many important things. According to Degey (2016), promotional video is a video used to promote something. In line with the narrative above, Epley (2014) also argues that promotional video can help someone meet the audience's needs from various geographical, social, and economic environments. Information can be accessed anytime and anywhere. Promoting something using promotional video is considered more profitable because the video produced is more detailed, considering the duration when they are made is longer than other videos and is done on a scale, so the result obtained is more detailed. From the explanation above, it can be concluded that promotional video is one of the mediums used to promote something, with a short and exciting viewing duration, so that it can attract the interest of the public and customers.

## **2.6 Bilingualism**

The use of two language is very necessary for promotional activities. This is done so that the information or messages contained can be conveyed easily to customers. Bilingualism is defined as the use of two languages by someone in associated or communicating with other people (Chaer, 2010). Meanwhile, according to Rismwereni (2018) the used of two languages serves as a communication tool for effective promotion in the field of social, economic, trade, and advertising. From the explanation above, it can be concluded that bilingualism is the use of two languages in communication and it is useful for promotional needs.

## **2.7 The Procedures of Making Promotional Video**

In making a promotional video, there are several steps that can be done. According to Tama *et al.* (2017), there are three stages in making a promotional video, namely pre-production, production, and post-production.

### **a. Pre-Production**

Pre-production is the first step of media production, where the process starts with ideas. Then proceed with determining scriptwriting, and storyboard used later in the production process. This stage aims to prepare everything needed so that the production process can run according to the concept.

b. Production

Production is a process in which the results of the preproduction stage are implemented it focuses on taking pictures or videos together with a team of players and crew that have been previously arranged following the script that has been made or designed.

c. Post-Production

Post-production is the final process or modification in the concept of media production. This stage is also called the finishing process. There are several sections namely transferring and importing data, editing, exporting and market segment. This process is produced from the production stage, which then produces a complete video to be distributed and promoted widely to the audience.

As in the case with opinion expressed by Tama *et al.* (2017) above, Kanza (2013) also argues that several steps can be taken in making a promotional video as follows.

a. Pre-Production

Pre-production is a stage where it is necessary to do several things before starting production, such as making a concept or script, determining production budgeting crew list, and property

b. Production

At this stage, teamwork will begin to start a video production which contains several activities, namely field management which includes several things such as location management (agreement, security, and safety), talent (costumes, makeup, property, Etc.), time management (consumption, speed of work, provision of tools), crew, and production

activities which cover all processes and aspects carried out during the making of the video.

c. Post-Production

The last stage is post-production which is the final stage after carrying out the production process. This stage consists of opening tunes, 3D animation, videography, music illustration, narrative reading, video editing, and others.

Several references from various sources can be obtained for making promotional videos. The procedure steps from Tama *et al.* (2017) for the explanation are concise, and the sentences used to convey information are easy to understand. For example, in post-production only consist of transferring and importing data, editing, exporting and market segment. Meanwhile, the explanation procedure from Kanza (2013) must be more detail and specific to understand. For example, from Kanza (2013) in post-production consist of opening tunes, 3D animation, videography, music illustration, narrative reading, video editing, and other So, the writer chose the procedure for making a promotional video from Tama *et al.* (2017) because the explanation of the procedure is shorter and easier for the writer to understand.

## **CHAPTER 3. METHODS**

### **3.1 Short Description of the Product**

This final project aims at making a promotional video about Girli Batik Lumajang. The video contained detailed information about Girli Batik Lumajang. In making this promotional video, the writer used two languages, namely English and Indonesian. English was used for voice-over in videos supported with Indonesian subtitles. These two languages can help and made it easier for local customers and foreign tourists to understand the information provided in the video. The writer was also a voice actor and explained some of the contents of this video. This promotional video consists of three parts: opening, content, and closing section, with a video duration of around 4-5 minutes. The opening part began by briefly telling about the history and short overview of Girli Batik Lumajang. In this section, the front of the production house be displayed and after that the location appear. In the body section, the writer explained about the types of batik, several batik products displayed accompanied by a brief description of the various motifs, prices, and the process of making batik. The closing showed the display award, testimonial from customers, social media or contact person of Girli Batik Lumajang, and last gave some persuasive sentences to persuade people to buy the product.

### **3.2 Location and Duration**

The location of this final project took place at Girli Batik, Jalan Krajan Satu, Kebonagung, Sukodono Sub-district, Lumajang. The process of making a promotional video of Girli Batik Lumajang took around seven months, from January 2023 until July 2023.

### **3.3 Tools and Materials**

In making a promotional video, the writer required several tools and materials as support for making videos:

### 3.3.1 Tools

a. Camera

Camera here was used for shoot the content of the video and capture photo.

b. Laptop

Laptop here was used for editing, typing, or editing video scripts.

c. Handphone

Handphone here was used for recording some of the information needed in the interview process.

d. Pen and Notebook

The function was to write down some information needed during the interview or observation process.

### 3.3.2 Materials

The material for making this promotional video were the results of the data collecting process which became information of Girli Batik Lumajang.

## 3.4 Data Collecting Method

In the process of making a promotional video, the writer needed some supporting data that was used to support the process of completed this final project. According to Creswell (2018), there were several data collection that can be used. They were observation, interview, document, and audiovisual material.

### 3.4.1 Observation

The first step was direct observation in the field to observe the location directly. Observation held at Girli batik Lumajang. The writer observed the location, and production activities. The observation sheets could be seen in Appendix 1.

### 3.4.2 Interview

The next step to collect data was interview. In this activity, the writer interviewed the owner to get information about Girli Batik Lumajang. The writer had a list of questions to asked, such as history, types of batik, motif of batik,

price, award, contact person from Girli Batik Lumajang. The questions list can be seen in Appendix 2.

### 3.4.3 Document

The next step is data collection was Document. The writer collected some of the information needed about history of Girli Batik from owner. The writer also obtained several photos of batik motifs from previous promotional media such as Facebook (Batik Tulis Girli Lumajang), and Instagram (@girlibatik).

### 3.4.4 Audiovisual Material

The final step for data collection was audiovisual material. The data obtained several photos and videos. At this stage, the writer hires videographer to take videos about the process of making batik, testimonial from customers, and also took several photos about award that Girli Batik Lumajang received. The writer also recorded the voice-over and editing itself.

## 3.5 The Procedure of Making a Promotional Video

In making a promotional video for Girli Batik Lumajang, the writer needed a procedure to be completed. In this case, the writer chose the procedure from Tama *et al.* (2017). The procedures included pre-production, production, and post-production.

### 3.5.1 Pre-Production

Pre-production was the first step that aims to prepare everything needed to plan the making of the video. There were several things included in pre-production such as an idea, scriptwriting, and storyboard.

#### a. Idea

In this section, the writer determined the title of the video, the language used in the video, and last the division or body of each part of the video.

#### b. Scriptwriting

The writer wrote a narration contains a summary of what kind of dialog the writer used when making a promotional video. The script

contained information that the writer got from observations and interviews. The writer wrote the script in Indonesian and then gave it to the owner to correct if there was any inappropriate information. In addition, the writer also gave the script to the supervisor to ensure that the language used was correct or not. Then, the writer translated the text into English and asked for feedback from the supervisor regarding the language used, whether its grammatical error or writing style. After that, the writer revised the script following the instructions that had been given.

c. Storyboard

The writer also made a storyboard. The storyboard contained the duration of the description of the video, and consists of several parts, included the opening, content, and closing. The opening section explained in general about Girli Batik Lumajang. Then the body contained information about batik products in Girli Batik Lumajang, as well as a brief explanation of the production process, and sales process. Lastly, the writer included some persuasive invitations, locations, social and contact person from Girli Batik Lumajang in the closing section.

### 3.5.2 Production

Production was a step used to collect or obtain some of the data needed based on idea and scriptwriting. This activity included video shooting, as well as voice recording or narration. In this step, the writer took several videos/pictures with hire videographer according to the concept. Furthermore, after the video/picture shooting was complete, it was continued by adding several instruments or back sound which contained a combination of song, piano, or guitar to create an impression in the video. The writer also did voice-over by recording his voice used a handphone. The voice-over made by the writer was based on the script made in the previous step. After that, the voiceover can be given to the supervisor for correction. Then, combined the results of the selected voice-over and instrument or back sound into one.

### 3.5.3 Post-Production

Post-production was the last step to combine several pieces of data that had been collected to be used in conveying the overall message. Post-production had several sections namely, transferring and importing data, editing, exporting and market segment.

#### a. Transferring and Importing Data

In this section, data or video recording results transferred from the camera memory to a computer or laptop. After that, import it into an editing application on a laptop or computer.

#### b. Editing

Editing was the process of merging or arranging videos or pictures to make them more attractive and pleasing to the eye. There were several processes that can be done, such as cutting, transition, giving effects, blending, titles, etc. In this stage, the writer also participates in helped editors used Kinemaster to edit the video or photo.

#### c. Exporting

The last part was exporting; in this step, the edited file from the software converted to a particular format and resolution. This change was adjusted to video needed, such as 1080p resolution with MP4 format.

#### d. Market Segment

After the final form of the video has been produced, the writer gave it to the supervisor first to check whether the video was appropriate or according to the format. After the supervisor review the video, the writer with videographer revised some of the videos that need fixing and return them to the supervisor for another review. If the supervisor approved the video, the writer provided the approved video to the owner has reviewed the video, the writer with videographer revised some videos that needed improvement. The video that has been corrected gave to the owner. Suppose the owner has agreed that the video was appropriate. In that case

the writer provided the video to the owner, which then used for promotional purposes or adapted to the needed of Girli Batik Lumajang.

## CHAPTER 4. RESULTS AND DISCUSSION

### 4.1 The Results of The Data Collection

In this chapter, the writer explains the results of data collection. She conducted observation, interview, document, and audiovisual material to collect the data that she needed for her final project.

#### 4.1.1 The Result of Observation

The writer visited several places in Girli Batik Lumajang, which were included in the video. Based on the observation sheet, the writer observed location, and production activities. From the observation, the writer got some information about the location, and production activities.

First, Girli Batik Lumajang is located on Jalan Karajan Satu, Kebonagung, Sukodono Subdistrict, Lumajang. This batik home industry was quite close to the town square of Lumajang. The distance between Girli Batik and the town square of Lumajang is about 5,2 kilometers or 12 minutes. In addition, it is located close enough to a residential area and strategic enough to make it easier for buyers to buy batik or wish to visit there.

Second, the writer observed some of the production activities there. Currently, in Girli Batik Lumajang six batik craftsman were worked there in the batik-made section. The tools used in batik production there were still traditional, namely, a *canting*, a frying pan along with a stove for a container or place to melt the wax, *gawangan* or a tool used to place the cloth on which batik motifs were drawn and made from bamboo, and a pencil used to draw patterns on batik before being gave a candle. The material used in the batik process is *mori* or cotton cloth, and the dye used is still using natural and synthetic colors. The writer also saw directly the manufacturing process carried out at Girli Batik Lumajang in the process of making batik which used several stages such as *Nglengreng* and *Ngecap* or the patterns-making process, *Nyelup* or the coloring process, *Nyolet* or the process of painting colors with a brush, *Nglorod* or the process released the wax on the batik cloth by hot and cold washing.

#### 4.1.2 The Results of Interview

The writer conducted twice interviews with the owner by visiting Girli Batik Lumajang and communicating online via WhatsApp. She brought some checklists for the owner to get information about the place. She asked seven questions about the history of Girli Batik Lumajang, the type of batik produced, the batik motifs available, the motifs most in demand, the price range of batik, awards, and social media or contact person.

The first was the history of Girli Batik Lumajang. Girli Batik Lumajang was a batik home industry which was found in 2011 by Mrs. Lilik. At that time, the owner had attended training on batik in her hometown and wanted to make her own batik house. The owner had established her batik house by recruiting several batik craftsmen who were around there. The owner gradually began to produce batik cloth with its motifs. The owner started selling her batik in several residents' houses with patience and persistence. The owner also actively participated in training to improve her expertise in batik. She kept trying until many people knew about her batik production.

The second was the types of batik product. Two types of batik were produced in Girli Batik Lumajang, namely written batik and stamped batik. Written batik produced there used several traditional tools. The materials used for batik were natural dyes. Meanwhile, for stamped batik, Girli Batik Lumajang used artificial tools. They had started using synthetic dyes in the batik process for the dyes used in stamped batik.

The third was the motifs available. There were seven batik motifs available in Girli Batik Lumajang, such as *zona Lumajang*, *jalan merak*, *gunung kopi*, *pisang agung*, *sogan semeru*, *sulur*, and *gunung kelapa*. Some resulted batik motifs were created from natural nuances such as banana, *burung penglor*, waves, and *sulur* motifs. However, flora patterns such as banana fruit motifs were the most dominant in batik. *Zona Lumajang* was dominated by patterns of several plants with some slightly darker colors. *Jalan merak* contained many plant and animal patterns with mixture of dark colors and a slight used of light colors. *Gunung kopi* used several plant patterns, such as coffee trees and a combination of

mountain patterns. The colors of this motif used dark colors, and there was a mixture of light colors too, *Pisang agung* used its distinctive plant patterns, namely banana. This motif color used more bright colors and combines dark colors. *Sogan semeru* was more dominated by mountain and several plant patterns. The color in this motif were also dark. *Sulur* used several plant patterns and the color on this motif was filled with a mixture of dark and light colors. Lastly, *Gunung kelapa* used plant patterns such as coconut trees and mountains. The color of this motif used light and dark colors.

The fourth was the motif that was most in demand or popular. Batik motifs in Girli Batik Lumajang were quite varied and have unique colour. However, *Pisang agung* was one of the motifs from Girli Batik Lumajang that customers most demand. This motif was in great demand because it had a bright color that matches the color of banana and was also one of the motifs from the icon of the Lumajang. The colors of this motif were dominated by green, yellow, purple, black, and, orange. This banana pattern, with its distinctive color makes this *pisang agung* one of the most famous motifs in Girli Batik Lumajang.

The fifth was the price range. The price of batik at Girli Batik Lumajang was very diverse, which was adjusted to the number of orders and the level of complexity of the motifs being worked on. The price of written batik tends to be more expensive than stamped batik because the manufacturing process requires a longer time. Prices for written batik start from Rp200,000 until the most expensive, Rp300,000. Then, stamped batik costs less than written batik because the manufacturing process takes little time. Prices for stamped batik range from Rp100,000 until the highest price of around Rp300,000.

The sixth was the award obtained. Girli Batik Lumajang had received a certificated of appreciation as a batik creator from the Lumajang regent. Girli Batik also participated directly in enlivening BALOS (Batik Lumajang on the Street) or one of a series of HARJALU (Lumajang Anniversary) activities last in 2019.

#### **4.1.3 The Results of Document**

The third step was document. The writer obtained the data directly from the owner of Girli Batik Lumajang. The owner explained some information about the history of Girli Batik Lumajang. The writer also collects some photos of batik motif which were available in Girli Batik from social media such as Instagram and Facebook.

#### **4.1.4 The Results of Audiovisual Material**

The final step was audiovisual material. The writer hired a videographer to help the writer to take the video and picture. Videographer took several videos of production activities in the process of making batik at Girli Batik Lumajang such as batik that had been made were still in manufacturing, or still needed to be completed. The writer also asked several people to be models in the video to provide testimonials about batik. For the narration in the video, she recorded her voice and editing itself using handphone.

### **4.2 Process of Making Video**

In producing the video, the writer used three steps. The steps used were pre-production, production, post-production.

#### **4.2.1 Pre-Production**

There were several things that were included in pre-production such as idea, scriptwriting, and storyboard.

##### **a. Idea**

The title of this video is “The Beauty of Girli Batik Lumajang.” In making the video title, the writer added the word "The Beauty" to describe that Girli Batik is synonymous with beautiful or attractive batik, So the writer added the word as the video title. After that, the writer discussed it with the owner to give suggestions regarding the title made by the writer. The main language used in the video was English, and Indonesian was used as subtitle. This video was divided into three parts: opening, body, and closing. The opening began by displaying the video and showing the

title of the video along with views of the grass and streets. After that, the writer started to tell about the history of Girli Batik Lumajang and its location. The next part was body. In this section, the writer explained the type of batik produced by Girli Batik Lumajang and provided some information about the available batik motifs. In addition, she also conveyed information related to the price of batik. The price of batik for written batik tends to be more expensive, ranging from Rp200,000 until Rp300,000. Then, for stamped batik the price was lower, ranging from Rp100,000 to around Rp300,000. She also gave some information about the process of making batik. The last part was closing. In this section, the writer explained the award that Girli Batik received. In this closing section, the writer also showed testimonials from customers who had bought batik at Girli Batik. At the end of the video, the writer showed social media from Girli Batik such as Instagram (@girlibatik), Facebook (Batik Tulis Girli Lumajang), YouTube (Girli Batik), WhatsApp credit, and copyright.

b. Scriptwriting

The writer wrote the manuscript in Indonesian based on the results of the data collection process. Then, the supervisor checked the writer's manuscript in Indonesian to make sure that the language used is correct. There were several suggestions from the supervisor related to the language used. Indonesian script can be seen in Appendix 5 and the example of feedback from supervisor can be seen in table 4.1.

Table 4. 1 Examples of the Feedback from the Supervisor.

Before Revision	After Revision
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<p><b>Pembukaan</b></p> <ul style="list-style-type: none"> <li>• Lumajang <b>adalah kota kecil yang indah dan bersih.</b></li> <li>• Kota ini terkenal dengan julukan uniknya yaitu kota pisang. Hal ini karena <b>Lumajang menjadi salah satu daerah penghasil berbagai jenis pisang. Karena pisang sudah menjadi ikon Lumajang, banyak yang menjadikan pisang sebagai inspirasi dalam sebuah industri.</b></li> </ul>	<p><b>Pembukaan</b></p> <ul style="list-style-type: none"> <li>• Lumajang <b>adalah kota yang indah dan nyaman untuk dikunjungi.</b></li> <li>• Kota ini terkenal dengan julukan uniknya yaitu kota pisang. Hal ini karena <b>Lumajang menghasilkan berbagai jenis pisang. Pisang sudah menjadi ikon Lumajang, banyak industri yang menjadikannya inspirasi.</b></li> </ul>
<p><b>Isi</b></p> <ul style="list-style-type: none"> <li>• <b>Harga untuk batik tulisnya sekitar Rp.200.000 sampai Rp.300.000. kemudian untuk batik cap harganya lebih murah dari batik tulis sekitar Rp.100.000 sampai Rp.300.000.</b></li> </ul>	<p><b>Isi</b></p> <ul style="list-style-type: none"> <li>• <b>Harga batik di Girli Batik Lumajang bervariasi tergantung proses pembuatan dan tingkat kesulitan motif. Untuk batik tulis harganya cenderung lebih mahal, mulai dari Rp200.000 hingga yang termahal Rp300.000. Kemudian, untuk batik cap harganya lebih murah dari batik tulis yang berkisar antara Rp100,000 sampai harga yang termahal sekitar Rp300,000.</b></li> </ul>

There were several notes given by the supervisor to the writer. He asked the writer to change some sentences that are not quite right, such as “*Lumajang adalah kota kecil yang indah dan bersih*” to “*Lumajang adalah kota yang indah dan nyaman untuk dikunjungi.*” After that, he also asked the writer to check several sentences such as “*Lumajang menjadi salah satu daerah penghasil berbagai jenis pisang. Karena pisang sudah menjadi ikon Lumajang, banyak yang menjadikan pisang sebagai inspirasi dalam sebuah industri*” to change them to “*Lumajang menghasilkan berbagai jenis pisang. Pisang sudah menjadi ikon Lumajang, banyak industri yang menjadikannya inspirasi,*” so she revised it. In addition, the supervisor suggests adding a few sentences regarding the price of written batik in the body. In addition, the owner checked the script to make sure that the information is valid. the example of feedback from the owner can be seen in table 4.2.

Table 4. 2 Examples of the Feedback from the Owner.

Before Revision	After Revision
<p data-bbox="384 1189 847 1240"><b>Pembukaan</b></p> <ul data-bbox="384 1240 847 1957" style="list-style-type: none"> <li data-bbox="384 1240 847 1957">• Girli Batik Lumajang didirikan pada tahun 2011 oleh Ibu Lilik. Ibu Lilik pernah mengikuti pelatihan membatik yang diadakan di balai desa Kebonagung. Ia ingin membuat rumah batik sendiri dan <b>bisa meningkatkan perekonomian. Berkeinginannya untuk memproduksi kain batik sendiri. Agar orang tau</b></li> </ul>	<p data-bbox="847 1189 1343 1240"><b>Pembukaan</b></p> <ul data-bbox="847 1240 1343 1957" style="list-style-type: none"> <li data-bbox="847 1240 1343 1957">• Girli Batik Lumajang didirikan pada tahun 2011 oleh Ibu Lilik. Ibu Lilik pernah mengikuti pelatihan membatik yang diadakan di balai desa Kebonagung. Ia ingin membuat rumah batik sendiri dan bisa meningkatkan perekonomian <b>atau membantu para pengrajin batik di sekitar sana. Dia perlahan mulai menyadari keinginannya untuk</b></li> </ul>

<p><b>produk batiknya.</b></p>	<p><b>memproduksi kain batik. Ia terus berusaha hingga banyak orang mengetahui produksi batiknya.</b></p>
<p><b>Isi</b></p> <ul style="list-style-type: none"> <li>• Girli Batik Lumajang memiliki beberapa motif batik bernuansa alam seperti motif pisang, burung penglor, gelombang, dan sulur. <b>Pisang agung menjadi salah motif yang paling dominan.</b> Motif yang tersedia di Girli Batik Lumajang seperti zona lumajang, jalan merak, gunung kopi, pisang agung, sogan semeru, sulur, dan gunung kelapa.</li> <li>• Berikut adalah beberapa proses pembuatan batik. <b>Pertama, Nglengreng adalah proses pembuatan pola, Nyelup adalah proses pewarnaan, Nyolet adalah proses melukis warna, dan yang terakhir adalah Nglorod yaitu proses pelepasan malam.</b></li> </ul>	<p><b>Isi</b></p> <ul style="list-style-type: none"> <li>• Girli Batik Lumajang memiliki beberapa motif batik bernuansa alam seperti motif pisang, burung penglor, gelombang, dan sulur. <b>Namun yang paling dominan adalah motif tumbuhan, seperti motif Pisang Agung.</b> Motif yang tersedia di Girli Batik Lumajang seperti zona lumajang, jalan merak, gunung kopi, pisang agung, sogan semeru, sulur, dan gunung kelapa.</li> <li>• Berikut adalah beberapa proses pembuatan batik. <b>Pertama, Nglengreng adalah proses pembuatan pola dengan menggunakan canting, Nyelup adalah proses pewarnaan, Nyolet adalah proses melukis warna pada batik dengan kuas, dan yang terakhir adalah Nglorod yaitu proses pelepasan</b></li> </ul>

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**malam dengan cara mencuci menggunakan air panas dan dingin.**

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There were several notes that the owner gave to the writer. First, she asked the writer to add a few sentences in the opening section, especially on the history of Girli Batik, to add a few sentences to make it even more complete. Second, the owner suggested that the writer changed a few sentences regarding information about batik motifs using sentences that can be understood easily. She also asked the writer to add a few sentences while making batik in the video.

After the manuscript in Indonesian has been approved by the owner, the writer translated it into English and submitted the results to the supervisor. The supervisor gave advice on grammar and choice of words. The English script could be seen in Appendix 6 and the examples of the feedback from the supervisor could be seen in table 4.3.

Table 4. 3 Examples of English Script Feedback from the Supervisor.

<b>Before Revision</b>	<b>After Revision</b>
<b>Opening</b>	<b>Opening</b>
<ul style="list-style-type: none"> <li>• Lumajang is a beautiful <b>clean and small city.</b></li> <li>• The distance between Girli Batik with the town square of Lumajang is around 5,2 kilometers <b>and 12 minutes with car.</b></li> </ul>	<ul style="list-style-type: none"> <li>• Lumajang is a beautiful <b>and convenient city to visit.</b></li> <li>• The distance between Girli Batik with the town square of Lumajang is around 5,2 kilometers <b>or 12 minutes.</b></li> </ul>
<b>Body</b>	<b>Body</b>
<ul style="list-style-type: none"> <li>• The available motif in Girli</li> </ul>	<ul style="list-style-type: none"> <li>• The available motif in Girli</li> </ul>

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Batik Lumajang <b>there are</b> <b>also</b> <i>zona lumajang, jalan merak, gunung kopi, pisang agung, sogan semeru, sulur, and gunung kelapa.</i>	Batik Lumajang <b>such as</b> <i>zona lumajang, jalan merak, gunung kopi, pisang agung, sogan semeru, sulur, and gunung kelapa.</i>
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There were several suggestions given by the supervisor to the writer. The supervisor suggested the writer add some appropriate word choices such as “clean and small city” become “and convenient city to visit,” and then change the sentence “and 12 minutes by car” to become “or 12 minutes”. Apart from that, he also asked the writer to correct several words that did not fit, such as “there are also” to become “such as.”

c. Storyboard

The storyboard was divided into three parts: opening, body, and closing. In the opening section, the writer displayed grass, the situation of the surrounding streets, and views of the Lumajang area. In this section, the writer briefly explains Lumajang, then history, and the location of Girli Batik. The second was the body, the writer conveyed information about the types of batik produces there and some of the batik motifs that are available or produced there. Apart from that, she also conveyed information about batik prices and the process of making batik. The last part is the closing. In this section, the writer displayed several testimonials from visitors in the form of video and adds some additional information about social media, contact person, add some persuasive sentences, and copyrights. In making storyboard, the supervisor has several suggestions related to writing techniques when describing activities in storyboard. The supervisor suggested the writer to change some sentences that are not quite right, such as changing the word "founded" to the word "found". Apart from that, he also asked the writer to improve the writing of the estimated time in the storyboard. the storyboard could be seen in Appendix 7.

#### 4.2.2 Production

In the process of making this video, the writer hired videographer. In this step, the writer makes a video concept and then discusses it with the videographer. After discussing the concept, the videographer took several videos or photo with his camera according to the storyboard that had been made. Videographer used the canon 600D to take video or photo during this process. The writer accompanied videographer during this process to minimize misunderstandings. Furthermore, after the video or photo capture was completed, it was continued by adding the necessary instruments or back sounds to the video. Furthermore, the writer also performed voiceover by recording her voice using handphone. The voiceover created by the writer was based on the script created in the previous step. Before the recording, the writer practiced first so that the voiceover obtained followed the pronunciation. After that, the voiceover was given to the supervisor for correction. After the voiceover was correct and there was no revision from the supervisor, the writer gives it to the videographer to be combined into one with the 0 instrument or back sound. The results of the correct voiceover were then combined with several instrument or back sound, such as the accompaniment of gamelan songs, piano, and guitar sounds.

#### 4.2.3 Post-Production

Post production has several sections namely, transferring and importing data, editing, exporting, and market segment.

##### a. Transferring and Importing Data

At this stage, videographer transferred data or video recordings and photo in the camera's memory to a laptop. Before moving it, videographer sorted out what video and photo that was used in advance. After being transferred from the camera's memory to the laptop, videographer imported the data in the form of video or photo into the editing application that was already available on the laptop

b. Editing

At this editing stage, the focus was on video editing and some photo according to the storyboard that was made. Several processes were carried out here, such as cutting some videos that are not used, inserting transitions in the video, and giving several effects to beautify the video. At this stage, videographer used Kinemaster to edit video or photo. After that, the editor edited all videos and photos in each part of the video, such as opening, body, and customer testimonials in the closing section.

c. Exporting

At this stage, the results of videos that had been edited using Kinemaster were then converted to specific formats and resolutions. Here videographer converted the video using the MP4 format, adapted general video formats. Furthermore, the resolutions used was around 1080p, so the video displayed is more precise and sharper.

d. Market Segment

After the video is done, the writer gave it to the supervisor to ask his feedback. The supervisor reviewed the video and suggested that the writer to improve several parts of the video. For examples, in the opening section when introducing the owner, the writer was requested to shoot the owner directly. Then, at the end of the video, the testimonial section, the supervisor suggested that the writer shoot a testimonial from one of the costumers who had bought batik there. After that, videographer with the writer fix or edit some parts that need to be revised. The writer then provided the video in the closing section, especially in the social media section, so that the writer added an icon for each of Girli Batik Lumajang social media. The writer with videographer revised the video scenes. After that, the writer gave the video to the supervisor to check again whether the video is appropriate. After the supervisor reviews the video and agrees that this video is worthy of publication, then the writer gives the video to the owner which was then used for promotional purposes and uploaded to

Instagram (@girlibatik), Facebook (Batik Tulis Girli Lumajang), YouTube (Girli Batik), WhatsApp

### **4.3 Discussion**

In this step, the writer explains about several things such as strength, weakness, challenges, and lesson learn.

#### **4.3.1 Strength**

This promotional video contained all the information customers needed about Girli Batik Lumajang. The important information in the video was concise and easy to understand because the writer used simple sentences. In addition, in the video several animations made the audience interested in watching it. The writer also provided Indonesian subtitle to help local viewers to understand the meaning of the video. So, this video can help customers find important information about Girli Batik Lumajang in about five minutes.

#### **4.3.2 Weakness**

In this video, several parts of the video were blurry and made the video quality unclear. This happened because videographer only use camera without stabilizer. So, the writer re-takes the video to get better quality.

#### **4.3.3 Challenges**

The writer faced several challenges or obstacles in making videos, especially in the voiceover recording section at the time of recording the voiceover. The duration of the voiceover recording was too short, so the writers had to re-record it and adjust it to the allotted time. Apart from that, during the shooting process, the video results obtained at that time were blurry which made the writer and videographer needed more than one day to shoot the video. The writer also needed help in the process of writing the manuscript because the writer had to consider the grammar used. In addition, the writer was also careful in choosing good and correct sentences so that the text was not monotonous. Therefore, to overcome it, the writer tries to learn and read some references related to grammar and copywriting to make a better script.

#### **4.3.4 Lesson Learn**

In doing this final project, the writer learned several important things. She learned how to communicate well and interact directly with others, especially in conducting interviews with owners and negotiating with videographer. Besides that, the writer also learned to write reports in English well, especially in determining the correct grammar when making a sentence. The writer also learned how to pronounce English correctly when voiceover. This lesson or knowledge was significant because it can help the writer to write a better final report.

## **CHAPTER 5. CONCLUSION AND SUGGESTION**

### **5.1 Conclusion**

Girli Batik Lumajang was a batik home industry that produces various types of typical Lumajang batik and was located on Jalan Krajan Satu, Kebonagung, Sukodono Subdistrict, Lumajang. This batik home industry was found in 2011. Girli Batik Lumajang was unique namely, its motifs were dominated by plants motifs such as banana. This was because it was inspired by Lumajang, as the city of banana. There were several production activities in Girli Batik Lumajang, such as six batik craftsmen working there. Tools and materials were also used, and the process of making batik was still traditional. The batik selling process carried out by Girli Batik Lumajang also used social media platforms such as Instagram, Facebook, and WhatsApp. Using this social media platform can make it easier for customers to order batik without coming directly to the production site. The video entitled “Making A Promotional Video of Girli Batik Lumajang” was created as a promotional media to promote Girli Batik Lumajang to help customers get the information they needed.

A promotional video entitled “The Beauty of Girli Batik Lumajang” provided information about the history, location, several batik motifs, prices, batik-making process, award, testimonial, contact person or social media of Girli Batik Lumajang. This video was divided into three parts: opening, content, and closing. The opening section displays the history and location of Girli Batik Lumajang. The following body that shows the type of batik, several batik motifs, price, and the process of making batik. Furthermore, the closing showing award, testimonial, social media or contact person, and last gave some persuasive sentences. After that, credit and copyright were included in the last part of the video. The data for the promotional video were obtained from observation, interview, document, and audiovisual material.

This promotional video provided complete information needed by customers about Girli Batik Lumajang using simple words and sentences in

approximately 5 minutes. Then, the writer provided an Indonesian subtitle so that the audience understood the purpose of the video. The writer also needed help with making the video in dubbing. The voiceover recording had a duration that was too short, required the writer to re-record it and adapt it to the allotted time. In addition, it took writers and videographer almost a day more to shoot the video due to the slightly unfavorable weather. In addition, the writer was also careful in choosing some sentences so that the script was not monotonous.

In this final assignment, the writer learned several important things, such as communicating well and interacting directly with others. The writer's communication skills improved after conducting interviews with the owner and several negotiations with videographer. In addition, she also improves her ability to use formal language when writing proposals and applies accurate pronunciation when voiceover.

## **5.2 Suggestion**

The writer has some suggestion for owners of Girli Batik Lumajang and the English Study Program.

### **5.2.1 The Student of English Study Program**

The writer needed help in making this product due to limitations, experience, and knowledge related to video. As a suggestion, the writer suggests that students who plan to do a final project in making videos learn more about videos from the beginning both independently through the internet or better learn directly from someone more experienced in the video field. It will make it easier for us in the step-by-step process of making a video.

### **5.2.2 The Owner of Girli Batik Lumajang**

Girli Batik Lumajang is a home industry. However, it has considerable potential to develop and introduce Lumajang batik to both local and foreign customers. The writer has suggestion for the owner keep updating about batik on social media, so that they do not only post pictures about batik motifs, but the owner can also include several videos so that customers are interested in seeing

them. After that, the owner can upload the promotional video that the writer made on their social media.

### **5.2.3 English Study Program of Politeknik Negeri Jember**

The English Study Program should add more lessons and practices regarding computer skills. These computer skills can help students in completing their final assignments. Computer skills that student needed to master video editing, photo editing, or design so that from these skills, students no longer needed to pay more to hire other people to complete skills also provide many benefits for students later when they enter the world of work.

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