

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.