

CHAPTER 1. INTRODUCTION

1.1 Background

Each region in this part of Indonesia has its own culture and characteristics, one of them is cultural heritage clothing. Indonesia has several unique traditional clothes, including *Kain Songket* from the West Sumatra region, Minangkabau. *Kain Ulos* from Batak, *Kain Tenun Ikat Bali* from Bali and *Kain Batik* (Saputra, 2019). Batik is a fabric that is well known to foreign countries and UNESCO designated batik as one of the world's cultural heritages from Indonesia.

In Indonesia, batik has developed very fast. The development of batik can be seen from its motifs. Batik in the old times still used dark colors of black and brown. Nowadays, batik colors are increasingly varied and use bright colors. Batik is an activity of painting on cloth using a canting with wax which is then colored. Batik from each region has different motifs and patterns. Central Java and East Java are the provinces that produce the most batik. The batik industry in Central Java is located in Jogjakarta and Solo which is called the *Batik Keraton*. Meanwhile, the batik industry in East Java is Gresik, Sidoarjo, Porong, Lumajang, Jember, and Banyuwangi (Anjarwati, 2015).

Banyuwangi is a district on the eastern tip of Java Island that has a unique characteristic of batik, namely *Batik Pesisir*. Several types of Banyuwangi batik motifs include *Gajah Oling*, *Paras Gempal*, *Kopi Pecah*, *Sembruk Cacing*, *Sisik Papak*, *Sisik Polkadot*, *Blarakan*, etc. Banyuwangi has several batik industries that produce Banyuwangi's typical batik and are also used to preserve and maintain Banyuwangi's original culture such as batik clothing. One of batik home industries in Banyuwangi is Gubyab Batik Banyuwangi located in Jl. KH. Moh Tohir, Sidotentrem, Yosomulyo, Gambiran, Banyuwangi.

To get information about the Gubyab Batik, the writer conducted a preliminary study with the owner. The owner said Gubyab Batik Banyuwangi was released in 2015 by Mr Hotim, he founded the batik industry because he often wins several events and participated in exhibitions in Banyuwangi such as the Banyuwangi Batik

Festival and Banyuwangi Young Entrepreneur. The owner of Gubyab Batik also said that establishing this industry is a means of preserving and developing Banyuwangi culture by making more modern batik motifs and products so that they are of interest to all levels of society.

The types of batik products produced by Gubyab Batik include batik fabric, batik sarongs, batik clothes, *udeng*, and scarf. These batik products are produced directly by the owner by using common batik techniques written batik. With the achievements of the owner of Gubyab Batik, such as winning a batik motif design competition, this industry can be known by many people. Therefore, the writer chose Gubyab Batik Banyuwangi as this final project.

From the results of the preliminary study, the owner explained that he introduced his batik products through offline and online activity. The offline store is located at the owner's house in JL. KH. Moh Tohir, Sidotentrem, Yosomulyo, Gambiran, Banyuwangi, East Java where there is a small gallery and a batik production site. Meanwhile online store, the owner has three social media accounts, Instagram (@Gubyab_Official), Facebook (Hotimlimok), and WhatsApp (082331502526). All accounts are still active at this time. The Instagram account of Gubyab Batik has several photos of batik products displayed with a brief explanation of the product and the price of the product has not been written down. Meanwhile, the Facebook account also displays some of the products, some batik production activities by the owner, and the owner's activities.

The owner also introduces the batik industry and its products directly through exhibition activities in Banyuwangi, which are attended by local and foreign tourists. However, the owner told the writer that it was difficult for him to introduce his product to foreign tourists because of the language barrier. With these conditions, the owner needs bilingual promotional media that can help to promote the products worldwide. Then, the writer suggested to the owner to make bilingual promotional media in English and Indonesian such as videos. The owner agreed to make a bilingual video promotional media, which was not previously available at Gubyab Batik. A video is a media promotion that is flexible and is brought anywhere and video can be accessed by many people. Therefore, the owner can

introduce the products through a video to foreign tourists, and can be watched worldwide.

Based on the explanation above, the writer decided to make a video promotional that contains complete information about batik products. This promotional video can be used as a promotional medium because Gubyab Batik needs promotional media, especially video. This promotional video was made in two languages, namely Indonesian for domestic and English for Foreigners. The writer used two languages in making this final project because the owner has two target markets, namely domestic and foreign. Besides that, before the pandemic, the owner had invited foreigners to learn batik, so the promotional video could be watched worldwide to attract people to Gubyab Batik products. With this promotional video, the owner can share the video on social media. Hopefully, this bilingual promotional video can increase and attract the attention of customers, both locals and foreigners.

1.2 Objective

This final project aims to make a video promotion for Gubyab Batik Banyuwangi.

1.3 Significances

1.3.1 For the writer

The writer had the opportunity to apply and increase her writing skills when making the report of the final project and the script of the video. She also practiced her translation skills when translating the script of a video from Bahasa Indonesia into English.

1.3.2 For the owner

The owner can use the product of this final project as promotional media to promote Gubyab Batik products online through YouTube. The video also can be used as promotional media when joining the exhibition to introduce the Gubyab Batik home industry.

1.3.3 For the customers

Domestic and foreign customers can get more detailed information about Gubyab Batik Banyuwangi from this video.

1.3.4 For students of the English Study Program

The report and product of this final project can be used as references to conduct a similar project for students of the English Study Program.