

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is a country rich in art and culture, most of which are intertwined with religion and old traditions. It can be seen in the thousands of characteristics that define up the archipelago's different ethnicities. Religious beliefs have a significant impact on the culture, as shown by the fact that it differs from island to island. It can be seen in every piece of wooden craft that tells a unique story. The differences in culture and crafts on each island do not rule out the possibility of tourist attractions in every region in Indonesia. Precisely tourist attractions have a unique art in a place that is usually introduced to visiting tourists.

Wooden craft is a craft industry that always develops every year because the trends and needs of the people who make woodcrafts are also diverse. Wooden crafts develop along with the motifs, materials and functions, and types of shapes. The material used is also qualified wood, for example, teak. In addition to adjusting the culture of each area, the motifs can also be made according to the wishes of the buyer what kind of motifs they want. The shape of the craft also determines the function of the work. Wooden craft develops because it always goes with the flow and against the challenges in the global market. This development is evenly distributed in every region in Indonesia, especially East Java. There is one wooden craft industry that is growing rapidly, namely the Flodista Gallery Bondowoso.

Flodista Gallery is located in Santawi Pinang Mas III Street No. 88, Sumbergudeg, Nangkaan, Bondowoso District, Bondowoso Regency, East Java 68215. Flodista is a center for selling recycled handicrafts, a restaurant, as well as a handicraft workshop. The Visitors can see firsthand the process of making handicrafts. In addition, visitors can also buy Bondowoso souvenirs, namely

coffee, macadamia nuts, or accessories such as necklaces, key chains, tissue holders, wall hangings, trays, mirrors, ashtrays, chairs, tables, displays with various animal and plant forms. After shopping, visitors can enjoy the food that is served at the Flodista cafe, which has a Balinese feel. In fact, all the motives and ideas of the handicrafts made come from the owners of Flodista themselves. Unfortunately, the handicrafts of Flodista are not well known by foreign tourists and their cooperation has failed with foreigners because Flodista has no promotional media in English, which makes them lack of communication due to language.

The writer conducted a preliminary study and found that the Flodista Gallery did not have adequate promotional media, because during this time Flodista only do promotions on social media such as posting images on social media like Instagram (@fransflodista29072), and Tokopedia (flodista galeri) online marketplaces. This is considered less effective because it only provides less information about the crafts and the crafting process in the Flodista Gallery. After checking the promotional media for Flodista Gallery, the writer finally found out that the social media was not updated at all and lacked information. So none of Flodista's promotional media has information that can be shared with customers, both local and tourist customers. The owner of Flodista Gallery said that he needed promotional media that could include information about his profile and products properly and needed media with bilingual, namely Indonesian and English because Flodista's target market was in addition to domestic customers as well as foreign customers. In the end, the writer decided to make promotional media in the form of a video to help promote his product. According to Djamarah et al (2006: 124), audio-visual media are media that are able to stimulate the senses of sight and hearing together, because this media has sound and image elements. It is where the object picture section and gestures have been systematically used with audio-visual work to elucidate meaning. Audiovisual is known as a medium that combines audio and visuals. Therefore, the communicator can convey his ideas to the communication without misunderstanding perceptions. Audiovisuals that are easily distributed via the internet or social media or TV make Audiovisual a very effective medium to promote Bondowoso wooden crafts.

Based on the background above, the writer decided to develop a promotional video to help Flodista to promote Wooden Craft Bondowoso more.

1.2 Objective

The objective of this final project is to make a promotional video of Flodista Gallery Bondowoso.

1.3 Significances

Based on the objectives above, the writer can describe the significances of this project. Those are:

1.3.1 For the Writer

The writer can apply her English skills in speaking and writing while making this proposal, writing skills for a script of the video, and speaking as a voice actor in the video.

1.3.2. For the Flodista Gallery Bondowoso

Flodista Gallery Wooden Craft Bondowoso can promote their product with this promotional video.

1.3.3. For domestic and foreign tourist

The results of the final project are able to provide detailed information about Wooden Craft of Flodista Gallery and its products for domestic and foreign visitors.

1.3.4. For Students of English Study Program

The result of this final project is also expected to become a reference for the next students of English Student Program who will do a similar final project.