

CHAPTER 1. INTRODUCTION

In this chapter, the writer discusses the background, objectives, and significances of the final project.

1.1 Background

Batik is one of Indonesia's cultural heritage icons which is highly valuable as a symbol of life and cultural diversity in Indonesia. According to Flaurensia (2016) batik is one of the identities of the Indonesian nation that has been recognized by UNESCO as an Intangible Cultural Heritage on October 2, 2009. To commemorate this, Indonesia celebrates "Hari Batik Nasional" every October 2nd.

As stated previously, batik has become the part of people's identity in Indonesia. According to Himawan (2014), batik is one of the traditional clothes that has become a characteristic and pride for the Indonesian people. With a touch of culture and character that only Indonesia has, batik is very well known for its uniqueness. Batik also has many designs from many regions depending on the geographical locations. For example, people in coastal areas will produce batik with motifs related to the sea, while those who live in mountainous areas will be inspired by the natural surroundings, because each region always wants to show its characteristics and express it in the batik motif. The nature and system of regional livelihoods, beliefs and customs in an area, as well as the surrounding natural conditions including flora and fauna are the aspects that inspire batik motifs (Nugroho, 2020). Because of that, every region in Indonesia has its own characteristic of Batik.

Batik can be found in many regions in Indonesia, one of the regions which is famous as the center of batik production is Pekalongan. Pekalongan has batik motifs with its own characteristics, with dominant bright colors such as green, blue, yellow, pink and cerise. They are combined with bold lines, known as *Jlamprang*, that have charm characteristics.

The characteristic of the *Jlamprang* batik motif is its pattern which consists of dots, circles, squares, geometrics and has a composition of more than 2 kinds of colors. Generally, in the middle of the circle there is an image of a padma flower. Historically, this motif emerged due to the influence of Hindu and Buddhist beliefs and is sacred. So the *Jlamprang* batik motif is used as a complementary item for Hindu belief ceremonies in the Pekalongan area. The meaning of using *Jlamprang*

batik is to connect the human world and the world of gods.

Batik Pekalongan motif is one of the Batik motifs which is famous in Indonesia. One of batik shops and boutiques that sells Batik Pekalongan motif is Batik Jaya Dipa Jember. It is a batik boutique that is potential to grow and attract more customers in the future. It only has one store in Jember, with an adequate and very comfortable place for shopping.

The writer conducted a preliminary study about Batik Jaya Dipa Jember. The writer interviewed one of the employees of Batik Jaya Dipa Jember. It is a Pekalongan batik boutique that was founded in 2017 and located in Kaliwates, Jember. Previously, Batik Jaya Dipa had two stores, in Surabaya as its first boutique, and in Lamongan as its second branch and Jember is the place for the third branch. Batik Jaya Dipa Jember is a typical Pekalongan batik boutique, which is produced directly by batik craftsmen in Pekalongan. Then, the products are sent to the Jaya Dipa batik boutique center in Surabaya. Next, the products are distributed to each branch including Jember.

This boutique chose Jember as one of its branches because it felt that it had a business opportunity in Jember, even though Jember also has its own batik identity, namely batik *tembakau*. However, apart from producing Pekalongan, Batik Jaya Dipa Jember also produces Madurese batik and of course Jember batik because it adapts to the region and the local regency. In Batik Jaya Dipa Jember, they sell batik in the form of fabric batik, blazers, children's clothes, shirts and exclusive office blouses.

The writer chose Batik Jaya Dipa Jember because the owner needed new promotional media to promote the products to their customers. The promotional media that Batik Jaya Dipa Jember has were Facebook (@batikjayadipa), Whatsapp, Instagram (@batikjayadipajbr_official) and Tiktok (@batikjayadipa). Because the existing promotional media were considered less effective, Batik Jaya Dipa Jember needed another type of promotional media to increase the number of product sales. The writer chose promotional media in the form of video because the video can be posted on social media such as Facebook, Whatsapp, Instagram and Tiktok and considered more effective to reach many people to know more about and be attracted to shop at Batik Jaya Dipa Jember. According to Fitriyanti (2016), promotional media aimed to influence the customers or visitors about products offered by a company or industry. Therefore, the writer proposed to make a

promotional video for Batik Jaya Dipa Jember.

1.2 Objective

The objective of this final project was to make a promotional video for Batik Jaya Dipa Jember that can be used to help promote their products to local and foreign customers online.

1.3 Significances

Based on the objectives above, this report of the final project and product are expected to provide benefits to the following parties:

1.3.1 For the Writer

This project helped the writer to apply her English skills such as writing, public speaking such as a voice over and translating.

1.3.2 For the Owner of Batik Jaya Dipa Jember

The owner can post the video on the social media such as Facebook, Whatsapp, Instagram and Tiktok, so that customers can find out detailed information about Batik Jaya Dipa Jember. Therefore, the owner can use the product of this final project as promotional media to promote the products of Batik Jaya Dipa Jember and able to attract customers.

1.3.3 For the viewer

The results of the final project provided the viewer with detailed information about the product.

1.3.4 For the Student of English Study Program

The report and product can be used as a reference, for students in English study program that will make a similar final project, especially in making promotional media in the form of video.