

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is one of the countries recognized by the world for its various cultures. One part of Indonesian culture is the art of batik as a traditional heritage, a powerful characteristic of Indonesian cultural identity. Batik is not only a national identity but also a special symbol that contains the meaning of beauty, diversity, and uniqueness in Indonesian culture (Moersid, 2013). The history of Batik in Indonesia reflects a rich cultural heritage that shows the Indonesian people's expertise, skill, and creativity in producing beautiful textile art. Indonesian people have developed skills and knowledge of the batik-making process since immemorial. It is often passed down from generation to generation and becomes an inseparable part of local culture and identity. Every region in Indonesia has its distinctive style of batik, influenced by local culture, environment and history. With various techniques and motifs, we can discover the uniqueness of different batik in each region, each telling a distinctive story and cultural value. United Nations Educational, Scientific and Cultural Organization (UNESCO) recognized Batik as an Intangible Human Cultural Heritage on October 2, 2009, because it is considered to have extraordinary cultural, artistic, and historical values.

Batik can be found in many cities in Indonesia. The most famous batik production areas are Solo, Pekalongan, Yogyakarta, and the rest of Java Island (Panegak and Kusumandyoko, 2021). Many regions produce batik in Java, including Banyuwangi regency in East Java. The potential of batik production can convey the message of art in batik message and local uniqueness outside the region, even to the national level, such as Kinnara Kinnari Batik Banyuwangi as a place of batik production originating from small areas.

The writer conducted a preliminary study to get data and information about Kinnara Kinnari Batik Banyuwangi in doing her final project. Kinnara Kinnari Batik Banyuwangi is one of the batik home industries in Banyuwangi that uses

both printed and written techniques to produce her batik. Kinnara Kinnari Batik Banyuwangi is located in Rejoagung Hamlet, RT 04, RW 02, Sumberagung Village, Pesanggaran Sub-district, Banyuwangi Regency, East Java. Kinnara Kinnari Batik Banyuwangi has its characteristics and various motifs. The motifs available at Kinnara Kinnari Batik Banyuwangi include typical Banyuwangi motif such as the Gajah Oling motif (elephant motif), Classic motifs (Kawung, Parang, Liris), Buddhist motifs (Roda Dhamma (wheel motif), Bodhi Leaf, and Lotus Flower motif), Summer motif (Smoke motif), and Nature motif (Dragon Fruit motif). The batik motifs characterize Banyuwangi culture, and several motifs are taken from Buddhist characteristics because the Indonesian Buddhist community in Banyuwangi founded it. The owner explained that Kinnara Kinnari Batik was developed by five people from Dhamma Kerti Monastery, who created batik patterned with Buddhist philosophy. Batik cloth products of Kinnara Kinnari Batik Banyuwangi are often worn by some elite communities in Banyuwangi.

The writer asked the owner from Kinnara Kinnari Batik Banyuwangi about her product marketing. The owner said that the promotional media she used most to promote her batik product at this time were WhatsApp, Instagram (@batik_kinnara_kinnari), Facebook (Kinnara Kinnari Batik), and Shopee (Batik Kinnara Kinnari). However, the content of promotional media from Kinnara Kinnari Batik Banyuwangi has yet to be used effectively as a medium for promoting their batik. This is due to the need for regular promotion on social media, resulting in limited audience reach. In addition, no content explicitly highlights the aesthetic value of their products, which should attract potential customers by showcasing the uniqueness and beauty of their batik motifs. As a result, the great potential to introduce and promote the excellence of Kinnara Kinnari Batik to a broader audience has yet to be fully explored. The reasons for the ineffectiveness of their social media include first, Whatsapp Kinnara Kinnari Batik Banyuwangi is still using a regular application and not a particular application for businesses, so it does not display its product catalog as in the features available on WhatsApp for Business, which features are needed by potential customers to make it easier for customers to place product orders.

Second, Kinnara Kinnari Batik Banyuwangi needs to utilize the Instagram platform more actively and informatively because it results in a lack of brand recognition of Kinnara Kinnari Batik Banyuwangi, making it difficult to attract the attention of new potential customers by adding new promotional media in the form of videos. Third, Kinnara Kinnari Batik Banyuwangi's Facebook page was ineffective because it needed to apply the media platform's algorithm to determine which content to display to users by keeping up with trends, and they rarely upload posts to attract interaction from their followers. Lastly, the Shopee content owned by Kinnara Kinnari Batik Banyuwangi has few reviews and sales on the platform. However, the writer has found some excellent reviews about its products. Due to the small number of reviews and sales on its sales platform, it gives the impression that Kinnara Kinnari Batik Banyuwangi should be more substantial to attract customers' attention and fulfil their needs on their Shopee sales platform by paying attention to product stock availability, service liveliness, and more attractive product illustrations.

Kinnara Kinnari Batik Banyuwangi does not have complete and interesting content on social media to promote its products because the social media do not display the aesthetic value of the batik product. The writer obtained information from the owner that Kinnara Kinnari Batik Banyuwangi still needed an additional promotion medium to promote its products. The owner wanted a promotional medium to attract or influence more customers for its batik products.

According to Kementrian Perindustrian Republik Indonesia (2023), the export value of batik and batik products in 2022 increased by 30.1% compared to 2021, which means there were a high increase in demand for batik product export. Kinnara Kinnari Batik Banyuwangi needs a new promotional medium to attract more local and international customers, In this context, an innovative marketing strategy using social media platforms as an effective promotional medium is essential to reach a wider audience. The use of social media and visual content that highlights the uniqueness and aesthetic value of the batik can be the key to expanding the target market. Thus, Kinnara Kinnari Batik has an excellent

opportunity to increase sales and expand its product range by adding promotional media that the audience can easily reach.

The writer created a promotion medium that was more attractive, aesthetic, and effective to reach a broader batik demand from customers. The attractive value includes an attractive visual media arrangement in the use of bright colours and beautiful batik motifs by combining various types of visual media, such as videos, images, and animations, to make the promotional media more attractive. Then, the aesthetic value developed in the promotional media combined the beauty and harmony of visual media with a clean design, neat layout, and balanced lighting composition. Furthermore, the writer created a new promotional media for Kinnara Kinnari Batik Banyuwangi to increase audience awareness, interest, engagement and encourage the desired action after viewing the promotional media, such as purchasing products or services. The writer decided to make a bilingual promotional medium in the form of a video, which can fulfill the criteria of the promotion medium needed. The video can provide complete information and visualize the product of Kinnara Kinnari Batik Banyuwangi to attracting the potential customers in marketing activities or exhibitions. The video used English for voice-over, and the writer was translated into Indonesian as a subtitle to facilitate local and foreign customers.

1.2 Objectives

The purpose of this final project is to make a video as a promotional medium that can be used by Kinnara Kinnari Batik Banyuwangi to promote its local batik product as cultural heritage in order to reach potential customers around the world.

1.3 Significances

Based on the above objectives, this final project provided benefits for several parties, including:

1.3.1 The Writer

This project useful for the writer to improve her creative skills, such as visual selection and narration. In addition, making this product allows the writer to improve her speaking, translation, and writing skills and innovate with relevant technology skills because she did this final project by herself.

1.3.2 The Owner of Kinnara Kinnari Batik Banyuwangi

This project can produce a product in the form of a promotional video that can add new promotional content for Kinnara Kinnari Batik Banyuwangi by conveying exciting information to increase its sales conversion.

1.3.3 The Customer of Kinnara Kinnari Batik Banyuwangi

The product of this project has the benefit that customers can get clear and interesting information about the products in Kinnara Kinnari Batik Banyuwangi so that it can help build customer trust in the brand and products of Kinnara Kinnari Batik Banyuwangi through promotional medium of product visualization.

1.3.3 For Students of the English Study Program

This final project can be used as a reference for students of the English Study Program in supporting learning or for those who have similar final projects.