

# CHAPTER 1. INTRODUCTION

## 1.1. Background

Indonesia has its unique cultural characteristics, including local wisdom values. The importance of local wisdom in Indonesia lies in its contribution to culture. [Mimin \(2023\)](#) stated that culture or local wisdom values are national assets whose existence needs to be protected and preserved because they play a broad role in the daily lives of the people who adhere to them. Local wisdom values are important to protect and preserve because they have a significant role in everyday life, not only in daily life but also in the long term. Based on [Meranggi et al. \(2021\)](#), one of the local wisdoms in Indonesia is batik. As one of Indonesia's most recognizable art and cultural products, batik is a fabric heritage with beautiful patterns that contain deep philosophical meanings and reflect each region's local wisdom values. Batik not only reflects visual beauty but also contains deep symbolic messages and becomes the nation's proud identity. Various efforts continue to be made to promote batik with the aim that batik remains Indonesia's cultural identity and continues to contribute to economic development and cultural preservation.

Batik also plays an important role in the national economy. As a cultural product, batik has become an economic commodity that has a high selling value in the local market. As a traditional Indonesian clothing art, batik can be used to generate profits by setting up a home industry. Through this home-based business, the owner can generate significant income and contribute to preserving cultural heritage. There are many batik home industries spread across Indonesia. One of the home industries in Indonesia, particularly in Bondowoso, is Daweea Batik Bondowoso located in Pucanganom Village, Jambesari Sub-district, Bondowoso Regency.

Based on the writer, who conducted a preliminary study, Daweea Batik Bondowoso was established in 2010. The owner of this home industry is named Robiatul Adawiyah. Daweea Batik. Some buyers choose batik motifs according to their requests, whether from other regions or to their liking, including colors. Even

though Daweea Batik Bondowoso has not presented a promotional video to promote its products in detail, this home industry has been actively present on social media platforms such as WhatsApp, Facebook, and Instagram. Daweea Batik Bondowoso batik has a unique motif that is different from other industries and worthy of exposure to the national market. To increase imagination and sales as well as deepen information related to batik products, the writer proposed to use promotional media in the form of promotional videos that include workshops and products from Daweea Batik Bondowoson. The owner also agreed if the writer made a promotional video for Daweea Batik. Promotional videos are becoming increasingly popular as a popular promotional tool. By using promotional videos, the writer tries to optimize buyer interest.

It is important to note that this video was produced as a promotional effort in a bilingual format. The content is presented in Indonesian subtitles for the local community, and English to cater to the needs of foreign buyers. The main purpose of this is to bridge the communication gap between Daweea Batik and the local and international markets, expand the marketing scope, and facilitate the global market reach.

## **1.2. The Objective**

The objective of this final project was to make a bilingual promotional video to promote Daweea Batik Bondowoso.

## **1.3. Significances**

Based on the objectives outlined above, significant final project products and reports provide benefits for the following parties:

### **1.3.1 For the writer**

The writer can implement academic writing and speaking skills in the final project report and video script. The writer applied the writing course to write scripts and applied the speaking course to voice-over. The writer can also operate editing software and implement translation skills by making bilingual video in English and Indonesian.

### 1.3.2 For the viewer

The viewer could detail information about Daweea batik and the new shop for high quality batik.

### 1.3.3 For Daweea Batik Bondowoso

The owner can strategically utilize this final project product to promote his product to the general public through social media.

### 1.3.4 For Students of English Study Program

This final project can be used as a reference for students in the English Study Program field, especially when making promotional videos.