

CHAPTER 1. INTRODUCTION

1.1 Background

Batik is an expression of Indonesian culture that has philosophy and meaning in each pattern. Through batik, Indonesia people can express their pride in the culture of Indonesia. Therefore, each region has its characteristics on the batik it produces. According to Haryono (2008) batik as one of Indonesian traditional art has artistic values and made not only for beauty when they see, but also as the choice of everyday fashion, traditional ceremony, tradition, and even social status.

The development of batik in Indonesia has grown rapidly since the set of batik as the cultural heritage of Indonesia. UNESCO established batik as the humanitarian heritage for the oral and intangible culture on October 2, 2009 (Masterpieces of the Oral and the Intangible Heritage of Humanity). From that, East Java is starting to develop home batik industry in every region, including Jember city. Jember is one of the areas in East Java that famous for its tobacco production, therefore their batik production painting mostly patterned with tobacco leaves.

One of homes batik production in Jember is Griya Batik Barata. Griya Batik Barata is located in Tempurejo village, Mayang Sub-district, Jember District, East Java that built since the middle of 2016. The writer conducted a preliminary study like interview and observation to know more about Griya Batik Barata. the writer interviewed the owner about Griya Batik Barata and observed the location and the home batik industri directly. Griya Batik Barata uses two techniques in the manufacturing process, namely writing and stamp. These techniques taken because the result of batik cloth looks more natural and beautiful.

The pattern of Griya Batik Barata not only about Tobacco leaves, but owner also add other patterns like fauna and even occasionally follow of customer's demand. The superior pattern in Griya Batik Barata produced in their batik motifs are Pandhalungan and Pancar Warna. Pandhalungan motif is a motif in the form of tobacco leaves and used as a trouser motif on the Jember's origin trouser, which is

usually, called pesak. Therefore, the owner gave the name Pesak Pandhalungan that mean a black trouser that has a tobacco motif. Pancar Warna is one of the batik motifs consisting of various colors that make it more beautiful. So, Griya Batik Barata has its pattern that becomes a character from of home industry.

So far, the owner of Griya Batik Barata uses social media, such as Facebook and Instagram to promote its products. The owner uploads some pictures of the product on a Facebook and Instagram pages without any detail information about product descriptions, such as kinds, fabric, and motifs of batik. The writer interviewed the owner of home batik production and she said that Griya Batik Barata needed more interesting media of promotion. The owner also needed an effective medium of promotion to give specific information for foreign tourists about the product. The video is more effective because at this time video can make the audience entertained and interested especially on social media like facebook, youtube, instagram and website that have many users.

Based on the problem that Griya Batik Barata had, the writer offered to make a video as promotional media to promote the product of Griya Batik Barata which has been approved by the owner. The writer chooses a promotional video because it can give more detail and clear information than other media. According to Kurniawan and Sani (2014), video is a technology for processing sequences of many moving images produced by camera. By using promotional video as a promotional media, the information of the product delivered well and easier to understand than other promotional media. The promotional video produced in English and completed by Bahasa Indonesia as subtitle. The video consist of subtitle because the products is not only for local customer but also for foreign customer. It is expected that the video can increase the target market of Griya Batik Barata product and attract more customers both local and foreign customers to visit Griya Batik Barata home batik production. The writer gave the video to Griya Batik Barata and put it on the instagram and facebook. The writer also uploaded the video to the Youtube and share the link of the Youtube on the social media of the writer and Griya Batik Barata.

1.2 Objective

The objective of this final project is to make a promotional video of Griya Batik Barata Jember that could use as a promotional media for domestic and foreign customers.

1.3 Significances

1.3.1 For Writer

This final project can apply the skill of English especially in writing skill and translation when make the script and storyboard and speaking skill when the writer explains the detail information on video.

1.3.2 For Griya Batik Barata Jember

The video can provide more information about Griya Batik Barata and their products and that could use as promotional media to increase the target market of Griya Batik Barata.

1.3.3 For the Customers

The customers can get more information about Griya Batik BarataJember and its products by watching the video.

1.3.4 For English Department Students

The final project can be a reference for students who want to make a promotional video as their final project.