

CHAPTER 1.INTRODUCTION

1.1 Background

Indonesia is rich in culture. The culture of a nation reflects the progress and wisdom of its society. The diversity from historical background, gives each regions uniqueness and become a symbol of Indonesia's wealth and heritage (Hariyanto 2016). This diversity is seen in the different languages spoken, traditional costumes worn, and cultural practices observed across the archipelago. The special histories and cultures of each area make Indonesia rich and diverse as a country. One of the most iconic expressions of Indonesia's cultural is a method of producing colored designs on textiles by dyeing them, having first applied wax to the parts to be left undyed (Selamet 2018). It is a unique and highly regarded form of textile art with deep cultural significance in Indonesia.

One of the batiks producing areas that is still developing is Bondowoso Regency. Batik crafts in Bondowoso Regency are spread across Bondowoso areas, in form of home industries. Based on the geographical conditions and natural condition, Bondowoso batik has special characteristics in its motifs; namely cassava leaves and tobacco. This condition is adapted to natural conditions, where most farmers in the Bondowoso area grow cassava and tobacco as their main crops. Cassava itself is very famous with the city of Bondowoso, because Bondowoso has long been known as the city of *tape* (fermented cassava). This motif makes Bondowoso batik very easy to recognize and differentiate from other regions.

The patterns of cassava and tobacco have the potential to increase the diversity of Bondowoso batik patterns. As a result, the number of batik industries in Bondowoso is increasing. One of the home industries that represents the great potential of batik is the Batik Jati Mas. It is located in Lengkong Village, Tegaljati, Sumberwringin, Bondowoso Regency, East Java. Batik Jati Mas is one of *Small and Medium Enterprise* (SME) in Bondowoso which sells many variations of batik.

The writer conducted preliminary study by visiting the industry to get some information. The owner mentioned that the industry only has social media as a part of promotional media, in the form of business WhatsApp, Instagram and Facebook. The owner is quite active on this business's WhatsApp social media +62 852 5850 2668 where the owner showed the images of batik products. However, on Instagram and Facebook, he rarely updated the information. The instagram (@*batik.jatimas*) only has 167 followers with 75 posts. The last post on that account was on August 29 2022. Each of these posts also did not mention the price of the products and cloth types of the batik. Likewise with Facebook (*Batik Jatimas*), it only has 423 followers. In this account, there were no product displayed, only the owner's WhatsApp number. Based on these reasons, the owner needed another promotional medium that can provide detailed information of the Batik Jati Mas product.

The writer also got information from the owner about the reasons why he needed another promotional medium. The owner informed the writer that he needed a video. He mentioned that he wanted to increase the sale of the products and promote Batik Jati Mas not only for local customers but also international customers. He expected that the video can assist the prospective customers (local and international customers) to obtain detailed information about Batik Jati Mas. With this situation, the video will be made bilingually, namely in English and *Bahasa Indonesia*. The video will be available on social media such as Instagram @*batik.jatimas* and Facebook *Batik Jatimas*. The owner also plans to create a YouTube account and the video will also be posted on their YouTube account. From this specific need, the writer decided to make a promotional medium in form of video.

Video plays an important part, especially in promoting the products. As a promotional medium, the video uses a visual communication that provides complete information about the product (Sunarya, et al., 2021). The video will contain detailed information such as the slight history, products, motifs, price, technique and process of making batik and contact person.

1.2 Objective

The objective of the final project was to make a bilingual promotional video for Jati Mas Batik Bondowoso.

1.3 Significances

The significances of the final project are useful for some parties:

1. For the Writer

The writer could apply his video taking and editing skills that he had learned from the Content Creator subject. In addition to that, the writer also applied his writing skills in making scripts and translation skills in creating subtitles.

2. For the Viewer

The viewers could view detailed information about Batik Jati Mas Bondowoso, so that they would be attracted to order or buy the products.

3. For the Owner Batik Jati Mas Bondowoso

This product could serve as a promotional medium for Batik Jati Mas Bondowoso as Bondowoso by providing detailed information about the brand. The promotional video would have been accessible to all internet users, potentially attracting more people to purchase the product.

4. For Students of the English Study Program

This product could have been useful for the English Study Program because it could have been a reference for students who were creating promotional media, especially in making a video as a promotional medium.