

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia, as the world's largest archipelagic nation, possesses an invaluable wealth of artistic and cultural heritage. This diversity is manifested in various forms of artistic expression, ranging from traditional performing arts to intricate handicrafts. Among these art forms, batik occupies a distinguished position, having been recognized by UNESCO as an Intangible Cultural Heritage in 2009. Batik, derived from the Javanese words "*amba*" (to write) and "*nitik*" (to dot), is a technique of decorating cloth using wax to form patterns and motifs. The batik-making process involves a series of stages that require considerable skill and patience, from pattern drawing and wax application (known as "*canting*") to dyeing and wax removal (known as "*pelorodan*").

In the context of Indonesia's cultural diversity, batik has evolved beyond a mere decorative art to become a symbol of regional identity. Each region in Indonesia possesses distinctive batik motifs and patterns, reflecting local philosophies, values, and environmental characteristics. This phenomenon demonstrates how traditional art can adapt and evolve in accordance with local contexts. Lumajang Regency in East Java exemplifies this phenomenon, with its batik showcasing motifs that represent the region's natural and cultural wealth, such as bananas, banana leaves, Jaran Kencak (decorated horses), and Mount Semeru. These motifs not only serve as decorative elements but also narrate the life and environment of the Lumajang community.

Amidst efforts to preserve and develop batik as a cultural heritage, various local initiatives have emerged to promote regional batik potential. A noteworthy example is Batik Bambu Mujur Lumajang, a home industry established in 2018. In line with technological advancements and changes in the global business landscape, this enterprise, like many small businesses, faces challenges in marketing and market expansion. After initial marketing constraints due to limited networks and technological knowledge, the company began adopting digital marketing strategies.

The utilization of social media platforms such as Facebook, Instagram, and WhatsApp marked the initial step in digitalizing marketing strategies. This approach not only expanded the market reach geographically but also opened opportunities to access international markets, as evidenced by orders from customers in Singapore, the Netherlands, and Spain. To further enhance visibility and competitiveness in the global market, Batik Bambu Mujur Lumajang requires a more comprehensive and visually appealing marketing strategy. In this context, the development of a promotional video becomes a crucial strategic step.

The promotional video as an effective visual marketing tool, highlighting several important aspects: a) The batik-making process, demonstrating the skill and dedication involved in each production stage. b) The uniqueness of Lumajang motifs, emphasizing the cultural value and aesthetics of the product. c) The company's philosophy and values, creating an emotional connection with potential customers. d) Product quality and design variations, attracting potential customer interest. This video was designed with consideration for multicultural audiences, including English subtitles to reach international markets. The use of visual storytelling techniques helps convey the brand narrative more engagingly and memorably.

The promotional video is not stand-alone but becomes integrated into a broader digital marketing strategy. This integration includes: a) Dissemination through various social media platforms already in use (Facebook, Instagram, WhatsApp). b) Strategic placement on the company's website to be developed. c) Use in email marketing campaigns to reach potential customers. d) Utilization in virtual exhibitions or online events to promote products. Through this integrated approach, the promotional video was become a valuable marketing asset, enhancing brand awareness and encouraging engagement with target audiences.

A promotional video making for Batik Bambu Mujur goes with a plethora of other benefits, like brand awareness, extended marketing reach to various digital platforms, increasing audience engagement, and creating versatile marketing assets. This example can be used to demonstrate how modern information technology could help small businesses preserve and promote cultural heritage while

strengthening their position on local and international markets. Through the video, Batik Bambu Mujur better be able to express the product and traditional values in relation to dynamic market conditions. The video enshrined within a larger digital marketing strategy was better equip the company to reach potential customers and contribute toward making traditional art forms sustainable in this age of globalization, while innovating in its marketing practices. The fusion of tradition with modern technology allows not only for the preservation of the unique identity of Batik Bambu Mujur but also ensures its relevance in today's competitive marketplace.