

CHAPTER 1. INTRODUCTION

In this chapter, the writer describes the background that forms the basis for undertaking this final project. The writer also explains the purpose of this final project. In the last part, the writer elaborates on the importance of this final project for the writer, the viewers, the owner of Eco-print Batik Banyuwangi, and the students of the English Study Program.

1.1 Background

Indonesia is a country which has a diversity of cultures. One of cultures that popular in almost around the world is batik. Indonesian batik has already become the identity of this country. UNESCO recognizes batik as a world cultural heritage originating from Indonesia due to its fulfillment of various criteria, including its rich symbolism and the philosophy of Indonesian people's life. With UNESCO's recognition of batik, there is no other country can claim it (Ma'rifah et al., 2023). It proved that batik is originally from Indonesian culture.

Batik production in Indonesia has existed since the time of Majapahit kingdom (Lokaprasidha, 2019). Over time, batik has developed into several types. One of them is eco-print batik. Eco-print is a technique that uses plants to create beautiful designs in terms of colors, motifs, and shapes on cloth. Eco-print batik, which currently exists in Indonesia, is well known by the public. This is due to the attractive and unique eco-print batik model (Saurina et al., 2022). Beside that, the process of creating eco-print batik, from transforming the fabric into fashion products, adds value as a local and environmentally friendly cultural expression (Istifadhoh et al., 2022).

Nowadays, eco-print batik production has spread throughout Indonesia. Banyuwangi is one of the places where eco-print batik is produced. Banyuwangi has a high potency to produce environmentally friendly eco-print batik because it rich of natural resources which appropriate for material in making eco-print batik. Besides, there are also available kinds of training program for creating and developing eco-print batik that conducted by batik industries cooperate with local

government. One of the industries that has involved in that program is Eco-print Batik Banyuwangi.

Eco-print Batik Banyuwangi is one of the Micro, Small, and Medium-sized Enterprises (MSMEs), also known as *Usaha Mikro Kecil Menengah (UMKM)*, which was established in 2019. It is located on Hayam Wuruk Street, Muncar District, Banyuwangi Regency. The writer got those information by conducted preliminary study. She interviewed the owner of Eco-print Batik Banyuwangi. The owner said that Eco-print Batik Banyuwangi has participated in various training sessions in Banyuwangi organized by the government. Moreover, the owner said that she wanted to expand sales reach to the global market due to the opportunity to promote eco-print products. Unfortunately, pandemic in 2019 made this home industry was very hard to be survived. The production of this home industry tends to stagnant and quite difficult to increase the sales. To overcome the problem the owner created social media account to promote her products and join marketplace. Eco-print Batik Banyuwangi promotes its products through social media in the form of Facebook called "Ecoprint Banyuwangi" and Instagram called "@banyuwangiecoprint". Facebook was created in 2020 and has around 159 followers, while Instagram was created in 2019 and has 267 followers. On social media, the owner of Eco-print Batik Banyuwangi shares information about the products through pictures and videos. The promotion on Facebook is considered less interesting because the content on Facebook consists only of short, uninteresting videos that lack clarity in showcasing the products being made. Additionally, the uploaded photos have inadequate quality. While Instagram, it does not give significant impact on the development of Eco-print Batik Banyuwangi because the account mainly features the owner's activities and only displays some photos and videos of their products without any clear information. This is one of the reasons for the lack of development in promoting Eco-print Batik Banyuwangi products, which has led to declining sales due to limited exposure and reach to potential customers. Besides social media, the owner of Eco-print Batik Banyuwangi also owns a marketplace on Shopee. However, the account has been inactive for the past 8

months. This is due to the limited customers visit her account and buys the products. Despite having international followers, there are still barriers preventing the marketplace from tapping into the foreign market because Shopee restricts sales to domestic transactions only.

In addition, the owner need to look for alternatives or new strategies to maintain relation and interaction with its customers. In order to maximize socialization and ensure that the public knows about business innovations, the use of additional promotional media is very necessary. By employing various content of media platforms, particularly social media, it is hoped Eco-print Batik Banyuwangi can effectively convey their message and products to a larger audience, increasing its efforts to support the local community and sustain their batik enterprise. To fulfill those expectations the owner asked the writer to make promotional video in the form of video. According to Cahyadi et al., (2023) promotional videos are effective in increasing brand awareness and influencing customers positively. Attractive promotional videos have the power to attract customers' interest in the products or services offered and influence their purchasing decisions. This becomes one of the strong reasons why promotional videos are necessary in the current era.

Eco-print Batik Banyuwangi has a huge chance to be developed and needs to improve its productivity. This is in line with the government's efforts to introduce batik to the international world by exporting batik as a commodity with high economic value. This initiative, conveyed by the Ministry of Industry of the Republic of Indonesia. The position of batik will be as a promising export commodity with high economic value. One of the batik motifs that are highly demanded by costumers both domestically and internationally is the eco-print batik (Septianing et al., 2021). This proves that eco-print batik is able to develop its products overseas due to the high demand for eco-print batik. It is hoped the success of marketing batik eco-print products overseas could be supported by presenting a video that can be enjoyed by the target audience. Therefore, the writer created a bilingual promotional video for Eco-print Batik Banyuwangi to make it easier for them to understand the content of the video. The video highly

expected to be an additional promotion media which help Eco-print Batik Banyuwangi increase its productivities and sales as well.

1.2 Objective

The objective of the final project is to make a bilingual promotional video for Eco-print Batik Banyuwangi.

1.3 Significances

The significance of the final project was useful for several parties:

1.3.1 For the Writer

The writer can improve her skills in writing, translation and speaking. In addition she also can enhance her skills in computer operation.

1.3.2 For the Viewers

The viewers received the details information concerning with Eco-print Batik Banyuwangi in the form of audio visual.

1.3.3 For the Owner of Eco-print Batik Banyuwangi

The final project product had three objectives: to promote Batik Eco-print Banyuwangi through the Eco-print Batik Banyuwangi social media, to expand the product's sales reach, and to serve as a useful tool during training to introduce this local industry.

1.3.4 For Students of the English Study Program

The proposal and the product were able to serve as a guide for carrying out a comparable project for students of English Study Program.