

CHAPTER 1. INTRODUCTION

1.1 Background

Jember is one of the regions in East Java that is known as a productive agricultural area and has great potential in coffee production. Two elements support the development of coffee plants like productive soil and climate conditions (Purnamasari et al., 2024). With productive soil and a supportive climate, Jember is one of the top coffee-producing areas, especially Robusta and Arabica coffee. Robusta and Arabica coffee are two types of coffee that are widely planted because they are considered easier in terms of maintenance (Angie et al., 2024). This great potential in coffee production not only impacts the agricultural sector but also opens up new opportunities in the creative sector, especially in batik production. The connections between coffee and batik strengthen Jember's cultural identity, where creativity and local wisdom merge into one unique art product.

In Jember, batik producers are also known for their unique motifs that reflect the cultural richness of each region. One of the batik producers in Jember is Nisfi Batik Sumberjambe, located in Sumberjambe Village, Sumberjambe District, Jember. It is considered as one of the Micro, Small and Medium Enterprises (UMKM). As stated by Aprilia & Melati (2021), UMKM not only enriches cultural wealth but also has an important role in facilitating the national economy through entrepreneurial growth and job creation.

The writer conducted a preliminary study to get more information by interviewing the owner of Nisfi Batik Sumberjambe directly. He mentioned that Nisfi Batik was established on March 1, 2020, in Jember as a local batik producer. It was established because the owner likes designing batik motifs, and wants to apply the knowledge he received in Vocational High School in the textile department. This home industry not only sells written batik but also sells products and materials to make batik. As a result, his home industry focuses on making written batik with various unique motifs inspired by local natural and cultural wealth, such as *Kopi Tumpah*, *Kopi Mbako*, *Adi Luhung Sumberjambe*, *Tebing*

Jambe, Wastra Jambe, Kembang Jambe, Durian Mbako, Kemundung Runtuh motifs. Each of these motifs reflects the cultural heritage and agricultural lives that characterize of Sumberjambe region.

The uniqueness of Nisfi Batik Sumberjambe that distinguishes it from other batik industries in Jember lies in one of the most popular motif variations, *Kopi Tumpah*. The motif is inspired by the coffee beans spilled from the cup, combined with the tobacco leaf motif. He designed *Kopi Tumpah* motif using written batik technique, resulting in a detailed motif and beautiful color variations, making it look real. Additionally, customers can request custom design based on their preferences, making their orders more personalized and unique. Most of the customers come from agency employees, including the regional secretariat of Jember Regency, district government, village government, and also teachers. Its customers also come from various regions in East Java like Bondowoso, Lumajang, Surabaya and Malang. Furthermore, Nisfi batik products became Jember Gus and Ning's costumes in the 2022 East Java Raka-Raki election.

He said this achievement is due to his extensive network and participation in various exhibitions, namely Surabaya Entertainment, Training, and Exhibition Hub of Art and Performance (EnterTrainer HAP) and the UMKM exhibition organized by Jember Regency Government. Besides actively exhibiting, he is also enthusiastic in competing. In 2017, he won second place in the Coffee Batik Design Competition by creating *Kopi Mbako* motif at Jember International Coffee Conference (JICC) organized by Universitas Jember in 2018, his batik motif entitled *Topeng Konah* won second place in *Adi Luhung* Batik Design Competition at *Sebelas Maret* University. His achievements continued in 2019 when he secured second place again in Batik Design Competition under the *Singosari* Temple category at National Institute of Technology Malang by creating *Rojo Pentung Singosari* motif.

So far, promotion has been carried out in four ways, namely word of mouth, social media, e-commerce, and website. The social media platforms used include Instagram, Facebook, and WhatsApp. First, the Instagram account (@batiksumberjambe) has 499 followers in which the last post was uploaded on

October 17, 2023. The second social media is Facebook (Batik Sumberjambe) that has 938 followers. The last post on Facebook was uploaded on July 23, 2024. The third is WhatsApp (0858-5676-9501). The e-commerce used is Tokopedia (Nisfi Batik Sumberjambe) with three products uploaded, and the last is the official website (<https://sites.google.com/view/nisfibatik/profil>).

The first method, promotion through word of mouth, provides quite effective results but is only influential within the immediate circle of people. Second, the social media platforms (Facebook and Instagram) are only used to upload product photos and videos and there is no detailed information like prices, materials used, and motif variations of the uploaded products. Meanwhile, the WhatsApp account serves as a communication platform for customer inquiries. Third, Tokopedia provides information about the available products of Nisfi Batik. Customers can place a pre-order of the displayed products on its Tokopedia account. Last, the website provides information about profile, products, and Nisfi Batik portofolio. The profile feature on the website allows buyers to directly connect to the various social media platforms and e-commerce used. Unfortunately, the information provided on the website is not complete because some of the batik motifs offered are not included in the product selection, so buyers do not get any complete illustration of the entire product selection.

He also explained that the four promotional methods have not been able to reach a wider market and facilitate customers' needs. It is because the delivery of detailed motifs, product visuals, materials used, and ordering procedures have not been conveyed effectively on the existing promotional media. He needed another promotional media to support the existing promotional media and to provide more complete information to promote his products. He realized that the four promotional methods currently used have not been optimal in introducing, marketing, and showcasing his products.

Based on this situation, the owner asked the writer to create a new promotional media in the form of a video for Nisfi Batik Sumberjambe. Promotional video is a form of marketing communication designed to deliver product information to consumers with a persuasive approach (Sama & Ulfa, 2021).

The video used English and was completed with Bahasa Indonesia subtitle to expand the market reach, both local and international. According to Wahyuni *et al.* (2024), promotional media in the form of videos can reach a wider range of consumers, increase product sales, and adapt to the development of digital media. The promotional video was uploaded on Nisfi Batik social media platforms and its website and showcased at various exhibitions and special events. Thus, the writer made a promotional video to promote products of Nisfi Batik Sumberjambe.

1.2 Objectives

The objective of this final project is to make a promotional video for Nisfi Batik Sumberjambe in English with Bahasa Indonesia subtitle.

1.3 Significances

Based on the objective above, it is expected the report and final project products can provide benefits to the following parties:

1.3.1 for the Writer

The writer can improve her writing skill in writing reports and scripts, and improve her English pronunciation when doing the video voice-over. This project can also improve her video editing skill that she got from the content creation and media development class.

1.3.2 for the Owner of Nisfi Batik Sumberjambe

The owner of Nisfi Batik Sumberjambe can use the promotional video from this final project to introduce and promote his batik products.

1.3.3 for the Viewers

The promotional video can help viewers get more comprehensive information about Nisfi Batik Sumberjambe products.

1.3.4 for Students of the English Study Program

The report and product of this final project can be a reference for students who are interested in doing a similar final project, especially in making promotional videos