

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia has many different ethnicities, various cultures, languages, and religions. One of the cultures in Indonesia is batik. Batik has been existed since ancient times in Indonesia and the original product of Indonesia. According to Musman and Arini (2011: 1), Batik is a combination of two words, *mbat*, and *tik*. *Mbat* in Javanese can be interpreted as *ngembat* or throw many times, whereas the word of *tik* comes from the word dot. So, Batik means throwing multiple points on the fabric.

On 2nd October 2009, Batik has officially received an award for Cultural Heritage Humanity's Oral and non-material (Masterpiece of the Oral and Intangible Heritage of Humanity) from the United Nations Educational, Scientific, and Cultural Organization (UNESCO). This is a matter of pride for the Indonesian people. Batik clothes are worn in everyday life both formal and informal situations such as in government, schools, universities, even daily routines. Recently, the existence of batik has been followed by the burden of the batik industry.

The batik industry has spread throughout all regions of Indonesia. We can find batik industries on Java Island. Java is very famous for its batik industries like in Solo, Yogyakarta, Mojokerto, Pekalongan, Banyumas, and others. Meanwhile, we can also find batik industries in Padang, Samarinda-Borneo, Toraja-Sulawesi, Palembang-Sumatra, Papua, and even Nusa Tenggara Barat. Every batik from the areas has specific motifs. This motif has aesthetic value and cultural philosophy. They describe the local way of life in daily life, cultural heritage, flora & fauna, and social status. For example, there is a unique motif of batik *Manggur* from Probolinggo, East Java Province. This motif describes the flora of Probolinggo. As we know, the city of Probolinggo is famous for its mangoes and grapes, the word *Manggur* comes from the Indonesian language, namely *Mangga* (Mango) and *Anggur* (Grapes). This batik motif is produced in various home industries

spread throughout the Probolinggo region. One of the home industry is *Ma'ayu batik*.

Ma'ayu Batik is one of the batik home industry located in Clarak village, Leces sub-district, Probolinggo region. The Ma'ayu batik motif is one of the most unique industrial batik motifs. The motifs contained in Batik Ma'ayu are *Manggur*, a character of leather puppet-like *Pandawa Lima*, Natural view scene like *Nuansa Kali*, Plant motif like *Red Mango*, Animal motif like *Ikan*, *Kembang Mawar*. The motif will be available upon by customer request. One of the orders was coming from Hong Kong. Based on that experience, it is very appropriate for Ma'ayu Batik to have a promotional media to increase product sales. Based on the preliminary study conducted by the writer with the owner, Ma'ayu Batik only had an Instagram and Facebook fan page in promoting the product. The Instagram account of Ma'ayu Batik is @maayubatik and the Facebook account is Ma'ayu Batik Tulis Probolinggo. Many visitors of that media were interested in the unique motif, bright color, and durability of the Ma'ayu Batik product. However, that media does not have complete information about the price, company profile, history, and detailed product that can inform the customer. So, it is very appropriate for Ma'ayu Batik to have a video promotion as a promotional media.

The presence of video promotion is very important. Promotional videos for Ma'ayu batik in the English version and Indonesian version, It gives detailed information about the product. more effectively.. Besides, it can promote the product easily for both local people and foreign customers. It seems professional and helpful to increase Ma'ayu Batik's product sales. For that reason, the writer made a promotional video of Ma'ayu Batik

1.2 Objective

The objective of the final project was to make a promotional video of Batik Ma'ayu in Clarak village, Leces sub-district, Probolinggo Residence.

1.3 Significances

Based on the objective above, the significances of this final project are expected to give benefits for the following parties.

1.3.1 for the Writer

The final project can be a means for the writer to apply his speaking skill when dubbing English in the video, translating skills when making subtitling in the video, and writing skills while making a proposal, script, storyboard, video promotion, and report of the final project.

1.3.2 for the Owner

The video promotion can serve as a promotional media because it shows the detailed products and increases the sales product of Ma'ayu Batik.

1.3.3 for English Study Program Students

The report and video promotion can be a reference for the students of English Study Program Politeknik Negeri Jember who want to conduct a similar final project, especially in making a video promotion.