

CHAPTER 1. INTRODUCTION

1.1 Background

The creative industry is one of the supporting factors of the national economy. As outlined in a study conducted by Lantu *et al.* (2021), the craft products most in demand by foreign markets include jewelry, wooden furniture crafts, and wigs made from synthetic materials. Globally, Indonesia leads the market with a total market share of 35,1%. This indicates that creative industry products from Indonesia have a place in the global market. There are many creative industries established in Jember Regency. One of which is UD Kayu Mas. UD (*Usaha Dagang*) is an Indonesian term referring to a business entity engaged in trading or commerce. UD Kayu Mas is located in Balung Kulon Village Balung Sub-district.

The writer conducted a preliminary study by interviewing the owner of UD Kayu Mas to obtain further information about UD Kayu Mas. As stated by the owner, UD Kayu Mas converts highly qualified wood raw materials into finished goods in the forms of percussion instruments and home furnishings. Thus, the products made not only have high quality and interesting motifs but also last long. In addition, they can also be made based on the customers' requests.

The owner is an ordinary carpenter who has a fondness for wood crafts. He then decided to produce traditional percussion instruments and established UD Kayu Mas in 1991. Ten years later, as a proof of his seriousness in his business, he obtained his business license in 2001. The products produced by UD Kayu Mas include *calte* (a single-head membranophone with a goblet-shaped body), *djembe* (a rope-tuned skin-covered goblet drum), *rebana* (a round, flat, frame drum with a shallow shell made of hardwood and covered with goat skin), and other percussion instruments. UD Kayu Mas has also consistently exported its products to several foreign countries like the Netherlands, Germany, and China since 2002. The owner also added that local and foreign people come to UD Kayu Mas not

only to buy the products , but also to learn to make percussion instruments or just to see the production process.

He mentioned that most customers know UD Kayu Mas because of the extensive network and his participation in a number of exhibitions, such as the Indonesian craft fair in Jakarta and Micro, Small, and Medium Enterprises (UMKM) events. He also added that his main promotion relies on word of mouth and customer reviews on Google Maps. For now, most customers find out about UD Kayu Mas through recommendations from the owner's relations or word-of-mouth. After that, customers will contact the owner via email, Skype, or WhatsApp. In addition, he also uses Google Maps to promote his products by uploading some information, including name, customer reviews about the product, address, contact number, operating hours, and days.

Unfortunately, the owner's two methods of product promotion had a number of shortcomings. Firstly, although the word-of-mouth promotion strategy carried out by the owner has proven to be quite successful, it still needs further encouragement in the form of product descriptions and visuals. Secondly, there are several opportunities for misinformation as anyone can change the information on the Google Maps platform, and it cannot offer detailed information about the products. Therefore, UD Kayu Mas needs a type of visual advertisement that can display complete details about the products.

The owner of UD Kayu Mas asked the writer to make a bilingual promotional video (English and Bahasa Indonesia) about the company. The video used English and was completed with Bahasa Indonesia subtitles. He hoped that the video could promote his products to potential customers or buyers at exhibitions or meetings. He could also send the video to his foreign customers via email or WhatsApp to market his products and make them interested in buying the products. In other words, the video was expected to be used as an effective tool to promote UD Kayu Mas products. Thus, a bilingual promotional video was needed to promote UD Kayu Mas's products to potential domestic and foreign customers. According to Sari et al. (2020), product marketing with videos can increase

customers' interest in a service or goods because they can understand the function of the product through the video storyline.

1.2 Objective

The objective of this final project was to make a video as a promotional media of UD Kayu Mas in English with Bahasa Indonesia subtitle.

1.3 Significances

Based on the objective above, the significance of this final project are as follows.

1.3.1 the Writer

The writer can improve his writing skill when writing the report, the scripts and English pronunciation when recording the video. This project can also improve his video editing skills.

1.3.2 the Owner of UD Kayu Mas

The promotional video can help the owner of UD Kayu Mas to introduce and promote his products.

1.3.3 the Viewers

The promotional video can present comprehensive information to viewers about the products of UD Kayu Mas.

1.3.4 the Students of the English Study Program

The report and product of this final project can be used as references for students of the English Study Program who want to make a promotional video as their final project.