

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is a country known for its rich cultural diversity. The culture of a nation reflects the progress and wisdom of its people. Diversity derived from historical backgrounds gives uniqueness to each region and symbolizes Indonesia's wealth and heritage. This diversity is seen in the various languages spoken, traditional clothing worn, and cultural traditions practiced throughout Indonesia. Among these art forms is batik, which has been recognized by UNESCO as an Intangible Cultural Heritage in 2009. Batik come from the Javanese words 'amba' (to write) and 'nitik' (to dot), is a technique of decorating fabric by using wax to form patterns and motifs. One of Indonesia's most iconic cultural expressions is the method of creating colored designs on textiles by dyeing them, after first applying wax on the parts that are to be left undyed. This would be a unique and highly appreciated textile art form with deep cultural significance in Indonesia.

Each region in Indonesia would have its own unique batik motifs and patterns, which would reflect the philosophy of the country, values, and character of the local environment and culture. One well-known Batik-producing area is the Bondowoso Regency in East Java, which boasts a variety of unique Batik motifs, such as Papaya Leaves and Cassava Leaves. These motifs not only serve as decorative elements, but also depict the environment and conditions of the people of Bondowoso, including their livelihoods

In an effort to maintain and develop batik as a cultural heritage, various local initiatives are emerging to promote the potential of regional batik in an effort to safeguard and promote Indonesia's rich cultural. One example of an excellent home batik industry is Batik Tegar Ampel Bondowoso, a home industry established in 2018, located in the village of Karanganyar Bondowoso. Along with technological developments and ever-changing global business dynamics, this batik house faces various challenges in terms of market marketing. After experiencing difficulties in the early stages of marketing due to limited network and understanding of technology, this home batik industry began to implement a digital-based marketing strategy. The use of digital platforms such as Facebook,

Instagram, and WhatsApp will be the first step in the effort to digitize the marketing strategy that aims to expand the market reach, not only nationally but also internationally. Therefore, Batik Tegar Ampel Bondowoso urgently needs a more visually appealing marketing strategy. In this case, the creation of promotional videos will be an important element in an effective marketing strategy.

1.2 Objective

The objective of the final project was to make Indonesian subtitle promotional video for Batik Tegar Ampel Bondowoso.

1.3 Significances

The significances of the final project are useful for some parties;

1.3.1 For the Writer

By doing this final project, the writer can apply the skills video editing, media development, content creation, writing, and translation.

1.3.2 For the Owner Batik Tegar Ampel Bondowoso

This final project aims to contribute to the promotion of Tegar Ampel Bondowoso batik to international and local customers.

1.3.3 For the Customers

For customers, this video the project can helps customer to get more detailed information about company profil the product of Tegar Ampel Bondowoso Batik .

1.3.4 For the Students of English Study Program

This project can be a reference for other students in the English Department to carry out similar final projects, especially in making videos.

