

CHAPTER 1. INTRODUCTION

In this chapter the writer discussed about general information of Situbondo and Batik Bougenville. The writer also discussed about the reason to write this final project.

1.1 Background

Indonesia is one of the countries that rich of cultures. One of them is Batik. Batik is a cloth that is made of traditional techniques. Batik is made by drawing dots and lines of the resist with tool called canting and stamp. However, Batik of Indonesia has its own motif and color characterized by the cultures.

Situbondo, a small city in east java has an identical Batik motif called shells. This is because Situbondo has many beaches and most of the people work as fishermen. Lots of tourism places in Situbondo are interested to be visited. There are also home industries that produce batik. One of them is Batik Bougenville in Situbondo.

Batik Bougenville Situbondo is located at jalan A. Yani III/10 RT 03 RW 01 Kelurahan Dawuhan Kecamatan Situbondo Kabupaten Situbondo. This company has a good aspect that very interesting to be visited. It provides Batik tulis cloth and printing by diverse patterns. Visitors are able to have direct interaction with the employees and to see the process of making Batik. Visitors from other city often visit this company which they want to order some cloths. So, there is some important knowledge about the process of making batik to be clothes. Batik Bougenville also offers handicraft and other products. Visitor can learn about the process of making bags, sandals and other products with batik cloth as the basic material.

From those interesting activities conducted by Batik Bougenville Situbondo, this company should be promoted widely to society with the usage of promotional media. They already had guidebook and website as their promotional medias. The guide book is written in Bahasa Indonesia. The guide book does not describe the

situation in the company where visitor can enjoy the process of making batik. This guide book tends to focus on pictures with title description and information about Batik Bougenville. The website is not up to date and the content is only the pattern of Batik produced in Batik Bougenville Situbondo without further explanation. Based on the writer's interview with the owner of Batik Bougenville, the owner said that she needs other promotional media. Promotional video is an effective media of promotion because it is able to show not only the visual to be seen but also sounds and motions. It will be appropriate to expose more about Batik Bougenville. Based on the situation above, the available promotional media in Batik Bougenville not help much in exposing the company. Therefore, she asked the writer to make a promotional video of this company. The promotional video is provided with a complete information and great visualization. The video will be in English to attract more foreigner to know Batik Bougenville Situbondo. Hopefully, by making company profile video, the writer can introduce Batik Bougenville to tourists and make them interested in visiting this company.

1.2 Objective

The objective of this final project is to make a company profile video for Batik Bougenville Situbondo.

1.3 Significances

The significances of this final project are:

1.3.1 For the writer

The writer could apply her English skills especially speaking and writing. English component such as translation, grammar, vocabulary and pronunciation as well.

1.3.2 For Batik Bougenville Situbondo

This promotional video helps Batik Bougenville Situbondo to expose their company and products. It also can attract people to visit Batik Bougenville.

1.3.3 For the Customer

The customers get information about Batik Bougenville Situbondo and interested to come and visit Batik Bougenville Situbondo.

1.3.4 For student of English Department

This report of this final project can be used as a reference for students of English Study Program who want to conduct similar final project with different place