

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is the largest archipelago country in the world, ranging from Sabang in Aceh to Merauke in Papua, which is made up of thousand small islands, which are connected by strait and sea. Indonesia also has many of ethnics, cultures and languages. Indonesia is popular for its culture. Cultural wealth of Indonesia is a legacy of the ancestors of Indonesia. The culture inherited from generation to generation. The activities of life that carried out by the Indonesian people has a historical value that is different in each region. It is described that Indonesia has amazing cultural wealth that can be Indonesian assets.

Batik is one of the cultural wealth in Indonesia. The word batik comes from Java language “Amba” means wrote and ”Nitik” means point. Batik is known since Majapahit era. Batik is only for palace. Batik worn by the king and his family and also his followers. By his followers batik brought out the palace and develop in society until now.

Nowadays, batik has already famous everywhere, especially in Banyuwangi. Banyuwangi is the eastern-most regency of East Java. Banyuwangi has many tourism places and exotic cultures that make tourist feel comfortable to visit it. Besides, Banyuwangi is also famous for the beautiful nature, friendliness of its people, exotic culture and beautiful handicraft. The beautiful nature such as Green bay, *Plengkung* beach, Red island and Ijen crater, whereas the exotic culture like *Kebo-keboan* ritual, *Seblang* dance, *Gandrung* dance and *Petik laut*. The beautiful handicraft such as *gandrung* miniature and batik. One of the batik home production is Virdes batik locates on Cluring subdistrict.

Virdes batik is one of craftsmen in Banyuwangi that has been established in 1986. It is on a small village Tampo that far from Banyuwangi city but this home production is always have many orders. In the gallery, there are some beautiful motifs such as *gajah oling*, *sekar jagat*, *paras gempal*, *gedekan*, *kangkung setingkes*, *kopi pecah* and *sembruk cacing*. The most favorite motif is *gajah oling*

because this motif is typical of Banyuwangi. And the quality of fabric is good. The price is also reasonable. It is about forty thousand up to three hundred and fifty thousand per metres. This gallery quite famous in Banyuwangi, lots of visitors come to this gallery to buy and to know how the process of making batik as well. In fact, Virdes batik only used one method that is mouth to mouth to sell their product. Moreover, there is no media promotion available. Based on the interview to the management, this gallery need a promotional video to show the quality of the product. Virdes batik has many kinds of motifs that makes the customers has lots of choices. Virdes batik collection is a prospective home industry that may become an international home industry. Therefore, it is a must for virdes batik collection to have a promotional media to inform and persuade its customer to know and buy batik that they produce. Virdes batik collection is really need a video promotion because most of people like watching than reading and also the video can show the real picture and situation of the place, and it can promote Virdes batik collection to people in Banyuwangi or other places.

1.2 Objective

The objective of the final project is to make a promotional video of Virdes batik collection in Cluring subdistrict, Banyuwangi, East Java.

1.3 Significances

This final project hopefully gives benefit to some parties.

1. The writer

The writer is able to apply English skills especially in writing skill. The writer makes concept, create and develop paragraph for sentences as the content of video. Besides, the writer also applies speaking skill in this project. Since the writer has to speak or give narration in the video and also the writer is able to apply her vocabulary and structure subjects that she got in class and practice to use appropriate language for promotional media like descriptive, persuasive and communicative language.

2. The Management of Virdes batik

This product can be used to inform virdes batik to the visitor. In other word, the video can be used as a promotional media.

3. The English Department

The result of this final project will be useful for the English study program. It can be used as a reference for students in this study program who want to conduct the project especially in making promotional video for other topic.

4. The Reader

Reader gets the information about batik collection in Banyuwangi especially in Cluring subdistrice, they will be interested to visit the gallery. Besides that, the reader also knows the procedures of making promotional video.