

## CHAPTER 1. INTRODUCTION

### 1.1 Background

Indonesia is a very rich country of its cultural diversity because Indonesia consist of many different tribes that are unique in terms of languages, customs and other things that can enrich the culture of Indonesia. National culture associates with the values contained in the local cultures will be the cultural heritage of Indonesia. According to by Hartini (2014) in Triwardani and Rochayanti (2014), culture is the heritage that can be generated to the next generation. The cultural diversity of Indonesia can be a pride for Indonesia because it is owned by each region who are in Indonesia is a social potential can form characteristic and cultural image for itself.

Literally, culture is the whole of ideas system, actions, and results of human being creation in a framework of community life (Koentjaraningrat, 2013). Culture has kinds of product and one of them is custom traditions that can be known and enjoyed by others who visit the place. The presence of culture in a certain place are able to deliver more value for tourists who visit the place because it can be used as an information exchange activity and cultural symbols such as traditions, arts, ceremonies, and other identities. One of the examples of cultural art is Batik. Batik is the National Dress of Indonesia that unite every custom shirt worn in each area. Batik has been recognized internationally by UNESCO on October 2<sup>nd</sup>, 2009. It put Batik in representative list of the intangible cultural heritage of humanity. Batik uses in every part of human life. For example, mothers usually carry her children use Batik and when people are die, they are covered by Batik. Moreover, clothes with a daily pattern used routinely in academic activities, while the others used in wedding ceremonies, pregnancy, and puppet (Surya, 2009).

Batik is also a fashion art of cultural wealth of Indonesia because each motif used is a symbol of wealth owned by any area that is in Indonesia and then serves as the identity of each region. One of the examples that can introduce a fashion art is Jember Regency of East Java province. Jember has JFC (Jember Fashion

Carnival) as one of the international event that is held once every year at the square central of Jember. In this event, each participant will use an innovative clothes appropriate with the themes such as World Unity which means reconcile and unite the world. This theme contains a message in anticipation of everything that develops in the world, both from social, economic, cultural, and political issues. Therefore, all participants will be wearing their clothes decorated with a certain art or their creativity as interesting as possible. Jember also has Batik and the motives can be used as a symbols of wealth owned by Jember. The Batik called Batik Jember. Batik Jember is one of the skills passed down by the ancestors, patterned tobacco because tobacco is the result of major commodity and Jember Regency is one of the world's largest tobacco-producing besides China, Brazil, India, United State, and Argentina. Tobacco is one of the most important commodity for Indonesia's economic growth. Tobacco industry has involved a millions of workers. In 2011, Government got a revenue from cigarette tax, one of tobacco product, that is 70 trillion. In 2007, Indonesia became sixth of the country's biggest tobacco producing in the world. The tobacco harvest in Indonesia are able to donate 2,67% tobacco leaves from global (Fawwas, 2013).

One of the companies that produces Batik Jember is UD. Bintang Timur, located at Jl. Raung No. 3 Krajan 1, Sumberpakem, Sumberjambe, Jember and the owner is Mr. Mawardi. The company named Kampung Batik Labako UD. Bintang Timur is using tobacco leaf as the main motif. By following the development of time, the used motif is growing such as cocoa, flower, and machete but the motif of tobacco leaf remains to be the main thing. After the batik is known globally as the nation's cultural heritage batik Indonesia, the demand of this batik increases. This batik has been going into foreign market such as some countries in America and Europe. A group of tourist from domestic and foreign tourists come to Kampung Batik to get Batik Labako each month.

However, the promotional media of Batik Labako is not adequate yet for dissemination and promotion. Based on the interview with the owner, the company only uses word of mouth and simple video that was made by student of Jember University as a task of Anthropology science in Bahasa Indonesia.

Moreover, the content of the video only pictures without having a real video of making Batik, the history about the company is not complete and there was no information about how to get the batik through offering or coming directly to the place so that it did not have any effect on competitiveness because it was not good enough to compete in the market and to keep the existence of Batik Labako. Therefore, I decided to make a profile video of the company in bilingual version, English and Bahasa Indonesian as an additional information about the company and its product or batik. So the existence of the batik will be more known and can compete in the market because the video will be tailored with customer's need such as language that is used by customers to make the customers know how to make the Batik Labako and how to get it through offering or coming directly.

## **1.2 Objective**

The objective of this final project is to make a company profile video of Batik Labako Sumberjambe Jember

## **1.3 Significances**

Based on the objective above, hopefully this product can give some benefit to the following parties:

### **1.3.1 To the writer**

The writer can improve the skill of the creativity to make a company profile video and apply the skill in writing and speaking in promoting Batik

### **1.3.2 To the company of Batik Labako**

The product can give complete more information to the tourist and can be used as a medium of promotion inside and outside the country.

### **1.3.3 To the customers or tourists**

The tourists can get more information about the company and the product so that they can easily find the Batik and how to get it.

### **1.3.4 To English Study Program students**

The product can be a reference for the students who want to design a company profile as their project

### 1.3.5 To Politeknik Negeri Jember

The product can add the references in library of Politeknik Negeri Jember