

CHAPTER 1. INTRODUCTION

1.1 Background

Batik is one of the cultural heritages of Indonesia, which is well known for its unique designs and patterns. According to Karya Indonesia (2013), the word *batik* comes from Bahasa Indonesia, which means there are lots of dots. Batik has officially been awarded as one of Indonesian cultural heritage by UNESCO on 2nd October 2009. There are various kinds of batik motifs. Each region in Indonesia has its batik motifs. Batik Yogyakarta will have a different colour combination from Batik Madura. According to the Ministry of Trade of Indonesia (2008), brown, blue, black, white and cream dominate the colour combination of Batik Yogyakarta. On the other hand, Batik Madura designs have adopted brighter colours and more freedom in the design application. Besides Yogyakarta and Madura, Probolinggo also has its batik product which has its characteristics and history.

Probolinggo is one of regency in Indonesia which has many tourism potentials. One of the potentials is batik. *Batik Probolinggo* is included in the type of *batik pendalungan* and usually combines three colours. The vibrant colour in *batik Probolinggo* are green, red, and yellow and the dark colour are black, maroon, and violet. It also uses soft colour on its batik such as Tosca, and Turkish colour. The ancient *batik Probolinggo* has different motifs and design from the contemporary. According to Fitinline (2013), the ancient motifs are inspired by the natural characteristics of Probolinggo called *Bayuangga* (air, wind, grape, and mango). The contemporary usually modifies the ancient batik to create new motifs or makes new batik motifs except the elements in *Bayuangga*. The example of ancient motifs is batik which has mango and grape as its motif called *Batik Manggur*. Meanwhile, the example of contemporary motifs is Genggong Flower Batik. This batik motif is inspired by the name of Genggong flower, which now become the name of Islamic boarding school in Probolinggo, Zainul Hasan Genggong.

Batik Probolinggo had been existed before 1886. It can be seen from the ancient motifs that were documented in Tropen Museum Amsterdam since 1886

(Bhirawa, 2015). The development of *Batik Probolinggo* has been increasing since 2011. The government of Probolinggo start introducing local product of Probolinggo, including batik. It was manifested through *Pasar Rakyat* event held by Department of Cooperatives and Small Enterprises of Probolinggo in July 2012. In 2015, the government of Probolinggo facilitates local people to make their batik product. It can be seen by the signing the Memorandum of Understanding (MoU) between Probolinggo government and Balai Besar Kerajinan Batik (BBKB) Yogyakarta related to the training of making batik with synthetic stain. In 2017, the government of Probolinggo encourage batik industries to participate in *Semarak Kemilau Batik* event, which is held on 6 October 2017. Kezia Warouw, Miss Indonesia 2016, attended this event and wore one of batik product made by batik industry in Probolinggo, Batik Tulis Dewi Rengganis. In 2019, the government empowers batik producers in Probolinggo participate in exhibitions, such as Batik Clothes 2019 Exhibition which was held on 7 January 2019 at the Peak of Seruni Point.

There are many developing batik industries in Probolinggo Regency. One of them is Batik Tulis Dewi Rengganis which is located in Jatiurip, Krejengan District, Probolinggo Regency. This company has successfully made their batik product to be worn by Miss Indonesia 2016 in *Semarak Kemilau Batik* event. Starting from this point, this company gains more attention from people. This company has officially opened a gallery of batik in 2017. In the gallery, there are lots of batik motifs and patterns on display. The displayed product is not only the fabric, but also the clothes with various models. The visitors can buy batik product both the fabric and the clothes in the gallery.

The writer did preliminary study about Batik Tulis Dewi Rengganis by interviewing the owner and doing documentation about promotional media used to promote the company. The result of the interview and documentation shows that Batik Tulis Dewi Rengganis officially only owns Instagram account to promote the company. The Instagram account of this company is @batik_dewirengganis. This account has 304 followers and 66 posts with 20 to 40 likes each post. The owner puts some hashtags, the location of the business, and description about the business

account along with the contact person in the bio of the Instagram account. There is no video posted in this Instagram account. The owner only posts photos of the motifs of batik and adds information about name of motifs and price of batik in the caption. Besides, the owner also posts some activities of the company such as photo shoot, fashion show, and inauguration of gallery of Batik Tulis Dewi Rengganis. The quality of the photos uploaded in the Instagram account is sharp and clear, especially for the batik product. It has good lighting and shows good focus on colour and pattern of the batik product. Based on the information above, it can be concluded that this company has not used their Instagram account effectively because they only use photos in the Instagram account to promote their product.

Many businesses use social media to promote their product and is proved that most of them are effective to attract the prospective customers (Indika and Jovita, 2017; Purbohastuti, 2017; and Rifa'i, 2017). The effectiveness of social media can be seen from how a company engages customers to follow the account and buy the product. In order to engage the customers through social media, especially Instagram, a company can do some activities such as sharing interesting content, using good photography, and using video. To get a good photography and enhance the quality of photography, the company can use the filter or better lighting to their photos. Besides, they can also post video for advertising their product to give clear information to the customers. The followers can be more responsive and more likely to keep up the upcoming post by sharing interesting content, photography and video to the account (Nummila, 2015).

Based on the data that the writer gets, Batik Tulis Dewi Rengganis has not posted any video that promote the product in their Instagram account. Therefore, it is concluded that this company has not utilized the promotional media to engage customers effectively. To enhance the effectiveness of promotional media of Batik tulis Dewi Rengganis, the writer decided to make a promotional video for this company. According to Arifin et al (2018), video is an effective promotional media because it provides pictures, sound, and complete information of the product. Therefore, video makes people understand the message easily because it provides pictures and illustrations along with the explanation and information.

1.2 Objectives

The objective of this final project is to make a promotional video for Batik Tulis Dewi Rengganis, Probolinggo Regency.

1.3 Significance

Based on the objective above, the product of this final project has some significances for particular parties;

1.3.1 the writer

The writer will be able to apply the English skills such as writing, and speaking skills while making the promotional video.

1.3.2 the owner of Batik Tulis Dewi Rengganis

The product of this final project will be given to the owner for another promotional media to promote the products of Batik Tulis Dewi Rengganis.

1.3.3 English Study Program of Politeknik Negeri Jember

The report of this final project will be a reference for students of English Study Program who will conduct similar project, especially in creating promotional video of particular batik industry.

1.3.4 prospective customer

The product of this final project will attract and give detail information to the prospective customer who wants to know about the products and uniqueness of Batik Tulis Dewi Rengganis.