

## **CHAPTER 1. INTRODUCTION**

### **1.1 BACKGROUND**

Micro, Small, and Medium Enterprises (MSMEs) are one of the key sectors that support Indonesia's economic. MSMEs refer to small to medium scale business activities run by individuals or small groups in various fields, such as trade, services, and creative industries. MSMEs contribute greatly to economic growth, especially in increasing income, providing job opportunities, and helping reduce poverty in society. Because MSMEs are flexible and closely connected to local communities, they are able to survive and adjust to changing economic conditions. Experts have defined MSMEs from different viewpoints. Abdul, (2020) states that MSMEs are business that produce goods or services using local resources, traditional skills, and artistic creativity. Meanwhile, Suryanto and Hadi (2023) explain that MSMEs are one of the fastest growing sectors in Indonesia and have strong potential to develop in the future. From these explanations, it can be understood that MSMEs are not only economic activities but also help keep local culture alive and support sustainable development.

Promotion is very important for MSMEs to introduce their products and reach more customers. Through promotion, businesses can build brand recognition and gain customer trust. However, many MSME owners still find it difficult to carry out effective promotional activities. This problem often slows down business growth. Oktavianingrum et al., (2022) mention that many MSME owners do not fully understand the important of brand identity, which causes low brand awareness. In addition, Murnawan et al., (2023) explain that limited promotion, low product visibility, and lack of interaction with consumers are common challenges. This can be seen in cases where home-based business owners rely solely on word of mouth, have no social media presence, and never request testimonials from customers, resulting in stagnant sales despite having good product quality. These issues are especially faced by home-based MSMEs that depend on promotion to attract customers.

Farah Handcraft is a home-based industry that was established in 2023. It is located on Jalan Sriwijaya 16, Summersari, Jember. Farah Handcraft produces various handmade craft products. The products of Farah Handcraft are macramé, bag chain, canvas bags, and key chain. Those products are produced manually using some techniques like weaving, knotting, beading, and hand-sewing. The artisans of Farah Handcraft use traditional crafting methods to create each product by combining traditional techniques with modern design to make unique items.

To gain more information about Farah Handcraft, the writer conducted an interview and documents as a preliminary study. The result of the interview was, firstly, about their promotional media. The writer got information that the owner promotes her products by using Instagram, Tiktok, and WhatsApp. Farah Handcraft had an Instagram account namely (@farah\_handcraft) and Tiktok account namely (@farah\_handcraft). For WhatsApp, the owner promoted the products by uploading product photos to WhatsApp status and providing captions with the product names. The Second was the result of documentation. The writer checked Farah Handcraft social media content, such as Instagram and Tiktok only posted the pictures of the products. The video contained the product without any explanation, they posted pictures based on the kinds of handcraft.

Based on an interview and documentation conducted with the owner, the writer found that there was a need for promotional videos in two language, English and Indonesian. The writer believes that bilingual promotional videos are very helpful to introduce Farah Handcraft to broader scope of society and attract customers from both domestic and international markets. The bilingual video helps Farah Handcraft reach a wider audience and communicate product information more effectively. The promotional videos are needed to showcase the various handicraft products produced by the home industry in a more detailed and interesting way. The video contains comprehensive information regarding the home industry, including history, products offered, pricing details, contact information, and the location.

This promotional video is made to help Farah Handcraft grow and continue developing as a home-based handicraft business. The video uses two language English and Indonesian so it can be understood by both local and international customers. It shows the product with clear explanations, supported by interesting word and suitable background music. Through this video, viewers can easily understand the uniqueness and quality of the handicraft products made by Farah Handcraft.

## **1.2 Objective**

The objective of this final project is to create a bilingual promotional video for Farah Handcraft that helps the owner market her handcraft products more effectively. The video is expected to be a powerful tool in introducing Farah Handcraft to a wider range of customers, both domestic and international, by presenting detailed and comprehensive information about the products. Through this promotional video, potential customers can get a clearer understanding of what Farah Handcraft offers, including the types of products, pricing, and how to contact the owner. In this way, the video not only serves as a promotional medium but

also as a source of useful information that can help Farah Handcraft become more widely known and trusted by various customers.

### **1.3 Significances**

This final project is expected to give benefits to the following parties:

#### **1.3.1 For the Owner of Farah Handcraft**

This promotional video can be helpful for the owner of Farah Handcraft to increase brand awareness and expand market reach to domestic and international customers through a bilingual format.

#### **1.3.2 For the Customer**

This promotional video benefits customers by providing them with comprehensive and easily accessible information about Farah Handcraft and its products. Through a bilingual format, both local and international customers can gain a clearer understanding of the handcraft items offered, including the production processes and materials used, allowing them to make more informed purchasing decisions. As a result, the promotional video not only increases customer awareness of the brand but also builds trust and confidence in the quality of Farah Handcraft's products, ultimately encouraging greater interest and engagement from a wider audience.

#### **1.3.3 For the Writer**

This final project can be helpful for the writer to apply and improve skills in communication, writing, translating skills and media development to apply skills when editing the video. For the Writer

#### **1.3.4 For the Students of English Study Program**

This final project can be used as an idea for the students of the English Study Program who want to conduct similar final projects, especially in making a promotional video.