

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is known for its culture, traditions, customs, and arts spread across 38 provinces from Sabang to Merauke. This diversity is formed due to the geographical environment, historical background, and development of various regions that give each region its uniqueness and become Indonesia's wealth and heritage as a symbol of ethnic diversity Parapa, Suryani, & Yusnaldi, (2019). This cultural wealth can be an asset for the Indonesian nation that has international marketability, such as shadow puppets, daggers and batik. Batik is a cloth painted with certain motifs using wax known as Malam as the main material and using a traditional tool called canting. Batik was designated as one of Indonesia's successor by UNESCO on October 2, 2009 at a meeting in Abu Dhabi as a masterpiece of the oral and intangible heritage of history Evita & Trihartono (2009).

Batik varies from region to region, for example, in Jember. Then Jember boasts a variety of motifs that differ from other regions. Jember's tobacco leaf motif is a hallmark of Jember Regency, one of the largest tobacco producers and processors, producing high-quality products. To promote the popularity of Jember batik motifs, several home industries have been producing Jember batik, one of the most famous being Batik SangNara Saputra & Murtinasari (2009).

Batik SangNara is a home industry and one of the (Micro, Small, and Medium Enterprises) located in Kaliwates Jember, which is engaged in the manufacture and marketing of batik. The author conducted a preliminary study using interviews and document reviews to find out directly about Batik SangNara two batik-making techniques Izzuddin & Halim (2020). These techniques are hand-painted batik and hand-stamped batik. In addition, Batik SangNara has distinctive motifs, such as batik character motifs various cartoon and character puppet and indonesian batik motifs a combination of motifs from all regions in Indonesia but still includes tobacco leaves, cocoa, and coffee, one or two of which or both as characteristics of Jember, cocoa, coffee beans, and edamame. However that, Batik SangNara has its own unique meaning, namely NARA is a human. The author also obtained information regarding SangNara Batik's promotional media. As a results, Sangnara

Batik has used social media platforms like Instagram and Facebook (@SangnaraBatik) to promote their products. The owner uploads photos and videos without product descriptions and information such as motifs, techniques, fabric types, and prices, which the owner feels is insufficient. Therefore, the owner needs other promotional media to improve marketing and promote quality so that customers can find information about SangNara Batik products. This includes creating promotional videos. Besides being a promotional medium for their products, these videos can also be used during meetings between MSMEs and exhibitions. The author will create a promotional video in two languages: English and Indonesian because, according to Panegak (2021), SangNara Batik products are purchased by both domestic and international customers, such as those from Italy, Turkey, Saudi Arabia, Pakistan, and Hong Kong. Furthermore, using two languages for videos will be more effective in attracting customers, even in other countries. Based on the explanation above, the owner asked the author to create promotional videos as a promotional medium for SangNara Batik. Therefore, the author created a video that focuses on attracting customers and includes information about the product, as well as highlighting information related to the SangNara Batik home industry, with English and Indonesian subtitles, according to the requests and needs of the SangNara Batik owner.

1.2 Objective

The purpose of this final report is to create a promotional video for Batik SangNara Kaliwates Jember.

1.3 Significances

Based on the importance of this final project, the expected results can provide benefits to several parties.

1.3.1 For the Author

This final project allows the author to apply and develop his writing skills in preparing a proposal and final project report, and to hone his creative and technical skills in planning, editing, and producing a promotional video for Batik SangNara Kaliwates Jember.

1.3.2 For the Viewers

Through a bilingual video, local and international customers can learn about Batik SangNara Jember and its cultural values, increasing their purchase interest.

1.3.3 For the Owner Batik SangNara

The promotional video can be used by owners or craftsmen to promote Batik SangNara Jember and convey its cultural values to domestic and international audiences.

1.3.4 For the English Study Program

The final project report and promotional video can serve as a reference for English Language Study Program students planning similar projects related to cultural promotion and digital media such as video.