

CHAPTER I. INTRODUCTION

1.1 Background

Indonesia is a rich country known by its various cultures. There are many kinds of culture in Indonesia such as traditional songs, houses, dances, food and so on. Despite, nowadays hat becomes popular worldwide is *Batik*. Acknowledged by UNESCO in 2 October 2009, *Batik* is one of intangible cultural heritage in Indonesia which is famous (Ramadhian, 2020). Having high level of creativity in terms of diverse motives, *Batik* sucesfully attracts people around the world. Nowadays, *Batik* becomes the identity of Indonesia because its motives represent Indonesian culture.

Talking about *Batik*, it has characteristics based on a certain region. Based on Steelyana (2012), *Batik* can be separated into several types. The most known in Java is Javanese Keraton (court) *Batik*. Generally, this *Batik* is fostered by the palace in Surakarta and Yogyakarta. Mostly, the Javanese Keraton *Batik* has black, brown, and dark yellow color. Besides, the symbolic meaning can be revealed from the motive of *Batik*. In traditional court *Batik*, the larger motive can only be worn by royal family. Other than that, *Batik* is also flourishing in several places which carries different motive, color, and meaning.

Pekalongan *Batik* is well known by the *buketan* motive, which was affected by the European flower bouquet (Steelyana, 2012). Lasem *Batik* is characterized by a bright red color called *abang getih pithik* (chicken blood red) which is influenced by Chinese culture. Madurese *Batik* shows vibrant colors, such as yellow, red, and green whose unique motifs comes from *pucuk tombak* (spear tips) and various natural images.

Furthermore, the motives of *Batik* are influenced by nature inspirations (Tyas, 2013). As the region produce tobacco, Jember has its own motive called Tobacco *Batik*. There are several home industries in Jember which produce tobacco *Batik* and one of them is UD. Pakemsari. UD PAKEMSARI is hereditary businessman from 1935. Located in Jalan Sumberpakem, UD. PAKEMSARI

strongly consistent with the motive tobacco which showed. *UD PAKEMSARI* owner chooses tobacco as a characteristic within the fabric which produce. The color also shown a strong motive such as red, yellow, and other kind of it.

UD PAKEMSARI still produce a *Batik* from year to year because people are interestingly started to produce a *Batik*, for that reason *UD PAKEMSARI* try to be innovative in creating a motive ,started with add some additional motive even unique motive such as an animal, abstract, and other. Despite, the owner accept what the costumer want about the motive. Finally, *UD PAKEMSARI* becomes popular because it contributes in manufacturing of tobacco *Batik* in Jember. The reason why the owner chooses tobacco *Batik* as the main motive because most of people in Jember are tobacco farmers.

Reported by Indonesian Statistics Beareu (Lidwina, 2020), the export value of *Batik* decreased due to the pandemic. In 2019, it was recorded that *Batik* export value reached the US\$ 54,36 million. Meanwhile, the value reached US\$ 21,54 million in July 2020. The similar result also occured in UD. Pakemsari as the home industry of *Batik*. Based on writer's interview , the selling value of tobacco *Batik* got decreased.

From the explanation above, there should be idea to help overcome in term of decreasing export value. The writer believes that in this pandemic, there should be promotional tool for increasing the selling of *Batik*. From various promotional media, the writer chooses video as the best method. Based on Harris (2016), video has flexibility to reflect the use and option for theorizing, writing up, and disseminating. It means that video can give more impact to promote the product. Besides, during the interview with the owner of UD. Pakemsari, the company only has written promotional media such as Whatsapp, Instagram, and Facebook. Within digital era in recent year those social media are not enough in view to promote a product, most of people tend to watch an interesting things such as a video because the way how to deliver an information is unique and interesting, that why the writer choose to make a video in hope the video can be a breakthrough for promoting the *Batik*.

Based on the background above, the writer decided to create a promotional video in order to help UD. PAKEMSARI to promote its product.

1.2 Objective

The objective of this final project is to make a promotional video of *UD PAKEMSARI*.

1.3 Significances

Based on the objectives above, the writer can describe the significances of this project. Those are:

1.3.1 For the Writer

The writer can implement his skills especially in writing, speaking, and computer skills throughout this final project. The writer is able to improve his skills in order to create a script, make a concept, make a clear sentence and paragraph to organize a content of the video. In speaking, the writer learns how to speak fluently based on the script and improves the question during the interview that will be conducted. The writer also learns how to edit the video to develop and organize his footage using an application.

1.3.2 For the company

UD. Pakemsari could use this video to promote the product in terms of increasing the selling of the product. Furthermore, this project also has a goal to promote *Batik* of Jember which is called tobacco *Batik* to the people worldwide.

1.3.3. For Students of Politeknik Negeri Jember

The result of this final project is also expected to become a reference for next students who will do a similar final project.