

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is the largest archipelagic country in the world with so many different people, traditions, food, animals, customs, and culture. One of the most interesting things in Indonesia is its culture. The cultural wealth that exists in Indonesia is a hereditary heritage of Indonesian ancestors. It is undeniable that culture in Indonesia often gets attention from abroad for example that is batik. It strengthens on October 2nd, 2009, batik was officially recognized as a world cultural heritage originating from Indonesia by the United Nations Educational, Scientific and Cultural Organization (UNESCO). Since then, October 2nd is also celebrated as national batik day. So, Batik is one of the unique heritage of the Indonesian culture.

Batik's uniqueness is shown by various kinds of motifs that have their meaning. This motif has aesthetic value and cultural philosophy. The cultural philosophy describes the local way of life in daily life, cultural heritage, flora, fauna, and social status. The motif may represent one culture of a certain region in Indonesia, such as the Madurese batik motif, Javanese batik motif, Jember batik motif and Probolinggo batik motif. Putra and Suparta (2019) stated that more than 5000 batik motifs have been created by craftsmen and artists in Indonesia. Moreover, it is a reason as Indonesia is the place of batik with its many motifs for different wearers and occasions.

Since it was officially recognized as batik as Indonesia's cultural heritage on October 2nd, 2009, the development of batik in Indonesia has grown rapidly (Iskandar and Kustiyah, 2016). Various kinds of batik with new motifs and patterns with more attractive colors are increasing. Along with the development of technology, the manufacturing process of batik spreads in every region in Indonesia with its characteristics, for example in Probolinggo, East Java. Batik in Probolinggo has motifs that seem natural, taken from natural nuances such as grape, mango, and wind, or a combination of the three elements. One of the batik home production in Probolinggo that is Prabulinggih Batik.

Prabulinggih Batik is one of the most famous batik home industry in Probolinggo. It is located in Bulujaran Lor Village, Tegalsiwalan Subdistrict, Probolinggo Regency. According to the owner of Prabulinggih Batik, Satimin, this home industry was established in May 2010. It is called Prabulinggih Batik because Prabulinggih itself was inspired by a figure who had live-in Probolinggo as a ruler of this area. Prabulinggih Batik is a place for batik production which produces fabric, shirts, tunics, dresses, and *udeng* Indonesian traditional headbands. There is a gallery that was inaugurated on December 27, 2020, for the public. The quality Prabulinggih Batik products are displayed in that gallery. They are batik fabric, shirts, tunics, and *udeng* Indonesian traditional headbands.

To obtain further information about Prabulinggih Batik, the writer conducted an interview and documentation as a preliminary study. The result of a preliminary study is: Firstly, Prabulinggih Batik had some promotional media, they were an Id card, fans page on Facebook that is Batiktulis Prabulinggih, Gmail that is Batiktulis.prabulinggih@gmail.com, Instagram @batiktulis_prabulinggih, Business site batik prabulinggih.wixsite.com/batik and video on Youtube at Prabulinggih channel to promote Prabulinggih Batik as a home industry in Probolinggo. Secondly, in the documentation, the writer checked the media of promotion that they had to promote Prabulinggih Batik. The writer checked the content of the Id card, Business Site, Facebook, Instagram, and video Youtube. The contents of the five media provided some pictures of Prabulinggih's product, pictures of the motifs of making batik itself, and some events. While the content of a video on Youtube only explained the history of batik itself that was delivered in the Indonesian language. In addition, the owner added the information that its promotional media especially Youtube and Business Site has been updated 8 months ago. It is more active to promote their product in the exhibition through Id Card than Whatsapp and Instagram. Thirdly, based on the interview conducted with the owners, actually he needed promotional media in English version because this home industry did not have one. The necessity of that English promotion media is urgently needed since Prabulinggih had promoted its product in participating in London Fashion Street in 2016. Based on the problems above, the writer made a video in bilingual version as

promotional media containing, complete information about the gallery, history, some pictures of motifs and product, price list, contact information and location of Prabulnggih Batik that can show to the viewer who wants to come to Prabulnggih's gallery.

The effectiveness of using a promotional video in promoting Prabulnggih products may come from several advantages of the usage video. That is because the combination of audio & visual in delivering the message works well. The writer made promotional media in the form of a video because the video can give the viewers information about Prabulnggih Batik's product effectively. Therefore, the viewers will decide which products they will want to buy. This promotional video is in a bilingual version, Indonesian language and English to make the foreign and domestic viewers understand the content easily.

1.2 Objective

The objective of the writer final project is to make a promotional video of Prabulnggih Batik.

1.3 Significances

Based on the objective above, the report and product of this final project are expected to give benefits for the following parties.

1.3.1 for the writer

The writer can apply her skills that have been learned in the English Study Program especially writing, translation, and speaking skills.

1.3.2 for the viewers

The viewers can know the detailed information about Prabulnggih batik as a home industry in Probolinggo and give them information about products of Prabulnggih Batik.

1.3.3 for the owner of Prabulinggih Batik

This product can be used as a promotional video because it shows about products of Prabulinggih Batik to increase the number of visitors who come to Prabulinggih Batik's gallery.

1.3.4 for the English Study Program

This product can be useful for English Study Program because can be a reference for a student who will make media promotional especially in making a promotional video.