

## CHAPTER 1. INTRODUCTION

### 1.1 Background

Batik is a cultural heritage of Indonesia. Many cities in Indonesia produce batik with their own uniqueness. Batik has a characteristic in its motifs. Usually, every area in Indonesia has the philosophy behind it. Batik has an important role for the country, besides to promote Indonesian culture, it can also help Indonesia's finance when the foreigner people or local people buy it. There are some kinds of batik fabric, such as *batik tulis* (hand written batik), *batik celup* (dyed batik), and *batik cap* (stamped batik). In Jember, the most production batik fabric is making coffee motif, cocoa motif, and tobacco motif. Jember people like to make the motif of leaves because most of the residents like it.

Jember is a city located in East Java, Indonesia. Jember is known as carnival city or usually called as JFC (Jember Fashion Carnival), JFC is the result of youth creativity that has been recognized in the world. Besides that, Jember has a lot of home industries that can help to develop the city, for example home industry for Batik. By joining many events, either national or international event, the company helps the country to promote the culture of Indonesia. In the event, the visitors are foreigner people and local people, they usually buy the product in the exhibition. So, batik will be well-known around the world.

Batik Suket Teki is a batik production in Jember. It is located in Gebang that was a small city in Jember and it was built in December 2012. Batik Suket Teki was the first home industry of batik in Gebang. It has the uniqueness when making batik because the owner always uses black colour in every batik that she made. The special motif is *Edamame* because it is an icon of Jember. Besides that, Batik Suket Teki made a Coffee and Tobacco motifs also. Batik Suket Teki uses synthetic dye that they bought from abroad. Sometimes, they use natural dye also when there is a customer who wants to order it. The main products of Batik Suket Teki are *batik tulis* (hand

written batik), *batik cap* (stamped batik), and *batik campur* (a combination between hand-written batik and stamped batik). Furthermore, Batik Suket Teki expands an innovation by making a different product such as, batik necklaces, batik purses, batik bracelet, and batik scarf. The selling of Batik Suket Teki, in a month they can get 4 orders batik fabric and it takes a long time in making batik because it is *batik tulis*.

To get more information about Batik Suket Teki, the writer conducted a preliminary study by interviewing the owner of Batik Suket Teki. The result is Batik Suket Teki has a promotional media such as Facebook and Instagram but they could not attract many customers because the media was not active anymore. The owner said that DEPERINDAG (*Departemen Perindustrian dan Perdagangan*) made a company profile video for Batik Suket Teki but it was 3 years ago and the duration just about 2 minutes. Through the video that have been posted in YouTube there was no impact for Batik Suket Teki and the owner told that they did not have the video. The owner of Batik Suket Teki did not download the video from YouTube and she wants a new promotional video. Then, the writer offering to make a video as a promotional media to the owner of Batik Suket Teki. Batik Suket Teki only promotes by personal selling and through the exhibition. The social media that used to sell the product are Whatsapp, Instagram, and Facebook. In the social media, the owner just posted the picture about batik that they produced and do not give detail information about the product and also the company. So, the owner of Batik Suket Teki asked the writer to make a promotional media, they said that by using promotional media they can promote their product easily especially for foreigners and local people.

After conducting the interview the owner asked the writer to make promotional medium in video format. So, the writer decided to make a promotional video for Batik Suket Teki and the owner can post the video to YouTube. The function of the promotional video is to give detail information about the product of Batik Suket Teki. It also helps the company to promote its products.

## **1.2 Objective**

The objective of this final project is to make a video as a promotional media of Batik Suket Teki Jember.

## **1.3 Significances**

Based on the objective above, the significances of this report and product of the project are:

### **1.3.1 For the writer**

The writer will be able to apply the writing skill when make a script, applying the translation skill in translating Bahasa Indonesia into English script. The writer also be able to apply the pronounce skill when dubbing in the video.

### **1.3.2 For the owner of Batik Suket Teki**

Batik Suket Teki will have a video as a promotional media to promote their product. The owner of Batik Suket Teki can promote their product by post a promotional video in YouTube.

### **1.3.3 For the viewers**

The product of this final project can help the viewers to get detail information about the product, activities, and facilities in Batik Suket Teki Jember. The viewers can access easily by open YouTube application and watching the video, they can also get the location of the home industry.

### **1.3.4 For students of English Study Program**

This project can be used as references for students of English Study Program who will conduct similar project especially in making a promotional video with different object.