

CHAPTER I

INTRODUCTION

1.1 Background

Indonesia is a home of diversity. Indonesia has diversity in ethnicity, culture, language, and art. There are a variety of art in Indonesia, such as dance, sculpture, textile, and others which basically should be preserved well. Textile art in Indonesia has a variety of materials, colors, motifs, and also the manufacturing process. Every province and region in Indonesia has their own textile art. *Songket Bali*, *songket Palembang*, *tenun ikat gringsing*, *ulos Batak*, and also *tapis Lampung* are a few of textile art of some provinces in Indonesia. One of the most famous textile art in Indonesia is Batik that has become a world heritage of Indonesia.

Palembang City, which is the capital city of South Sumatera, has songket Palembang as its famous local fabric. According to Ampera.Co (2015), *songket* and Palembang are things that cannot be separated. It has been being the identity and source of livelihood of people in Palembang. Not many people know that songket Palembang is not the only local fabric of Palembang. Besides *songket*, Palembang also has *jumputan*, *tanjung*, *blongsong*, *prada*, and *batik juprias* its local fabrics, but those kinds of fabrics are not as famous as *songket* especially among millennial.

According to Agustin (2020), *jumputan* is familiar for people in South Sumatera, especially Palembang. It has a soft material and varieties of beautiful patterns. Meanwhile, Handayani (2022) states that most people may probably not be familiar with *jumputan*; this local fabric of Palembang, South Sumatera gets less attention than batik. *Jumputan* is made by taking the fabric gradually by hand and then tied to give a pattern when dipped in dye. Although *jumputan* is made with the same technique, the pattern of *jumputan* will not be the same, so that it would give the exclusive impression of the consumers. *Jumputan* gives elegant

but simple impression to the users. According to Eka, Putri, and Daud (2019), 70% of people agree that wearing *jumputan* cloth looks elegant. It can be seen in table 1.

Table 1. People's Perception on *Jumputan* Clothes

Gender	Statement Wearing <i>Jumputan</i> Cloth Looks Elegant	
	Do not agree	Agree
Men	29	95
Women	88	191
	117	286

Source: Eka, Putri, and Daud (2019)

It is deeply regretted if *jumputan*, which is one of Palembang *batik* is not widely known by the public. It has a good pattern and would give elegant looks for whoever wears it. A good publication will help to present *jumputan* to people.

According to Walters (2019), a video owns snack-size, memorable, and measurable. She also mentions that a video is perfect for the audience that craves short and engaging pieces. Meanwhile, Dickey (2017a) claims that videos help to educate and inform the customers; 90% of users say that videos are helpful in the decision process, so that the more videos give the more foundation of trust build; 92% of people share videos with others. It means that a video would give a bigger chance to get known by people hand to hand in this digital era. A video promotion needs to be plan well.

First step to make a video promotion is by making a script. A good script will produce a good video too. Jakacaping (2018) states that there are four elements on making a good script, they are

1. Hook

Hook or opening is the step where the writer should find out interesting words or sentences to attract viewers to stay in watching the video.

2. Introduction

In this step, the writer started the video script with the general information into the specific information.

3. Body

This step makes the viewers want to know about the video, so it contains of explanation about the video content because it is the main point that should be supported with the details regarding the content.

4. Closing

If the content of the video is about promotion, it should contain the recommendation for the viewers. The aim of the people when watching the video is not only to find the information but also recommendation.

According to Derrick (2020), the purpose of script writing is to create the main concept of the video production in written form; He claims that a script will give a direction of what will say and what scenes will be shot to match the overall message that is trying to portray. Therefore the writer believes that making a video script will help to succeed the promotion of *jumputan*.

In this era people use social media as their source of information, communication, and entertainment. People need to take advantage of the fame of this platform to promote *jumputan* to people. Dickey (2017b) states that search engines are looking for content that engages viewers and if people promote videos via social media, the chances to get found are bigger. Barnes (2017) states that a video is a beneficial means of interacting with a business target. There are about 1.9 billion monthly users on YouTube; it is almost one-third of all internet users and represents over a billion hours of videos watched daily. Meanwhile Shepherd (2022) mentions that people spend watching video content daily clocking at 1 billion hours on YouTube.

Most of social media users are millennials, born among 1981-1996 and in the age of 25-40 in 2021. According to Rhea (2021), 80% of millennials use at least one social media platform. She adds that millennials boast impressive purchasing power, which estimated \$1 trillion-plus and millennials are more influential in the buying decisions than older generations.

From the statements above, it can be concluded that by making and uploading the video supported by a good script in online platforms such as social media will make *jumputan* known by many people. Promoting *jumputan* which is a fabric of Palembang would also promote Palembang itself to the people.

Based on the explanation above, the writer is interested in writing a final report with the title “Writing the Video Script to Promote *Jumputan* as a Local Fabric from Palembang” to describe, promote and give information to the people about *jumputan*.

1.2 Problem Formulation

From the background above, the problem formulation that discussed this study is “How to make the video script to promote *jumputan* as a local fabric of Palembang?”

1.3 Objective

The purpose of the study is to make a script of promotional video that is written in English and to promote *jumputan* as a local fabric of Palembang to millennials in Indonesia and people abroad.

1.4 Benefits

The writer hopes that the result of this report will increase information and knowledge to the people, especially millennials and foreigner about *jumputan* and ways to make promotional video script of *jumputan*. The writer also hopes that the result of this final report will help to promote *jumputan* to people.