

CHAPTER I

INTRODUCTION

1.1. Background

South Sumatra is a province consisting of several regencies that have cultural diversity. The various cultural diversity is a traditional dance, traditional musical instruments, folk songs, traditional cloth, etc. Traditional cloth can be woven cloth-like *songket*, *batik*, *jumputan* and *gebeng* (Yahya, 2019). Each region in South Sumatra Province has its own characteristics of traditional cloth. For example, Palembang is famous for its woven cloth like *songket*, *tajung*, *parade*, *jumputan*, and *batik jupri*, Parbumulih is famous for its woven cloth like *songket seingguk nanas*, *nanas pukau jumputan*, and *batik nanas*, Tanjung Enim is famous for its woven cloth-like *Batik Kujur*, and many other region.

Batik Kujur is essentially batik that gives initiation and innovation to lift the culture or history of the people of Tanjung Enim. In its history, Batik Kujur is taken from the name of one of the heirloom objects in the form of the legacy of Puyang Pelawe in spreading Islam and establishing *Kute Tanjungan Ayek Hening* in 1316 BC (Merry, 2022). The uniqueness of Batik Kujur lies in the batik motifs that contain the history and philosophy of the local community. The motif of the spear-shaped kujur pattern on the edge of the cloth has a bolder and more honest meaning. In addition to the kujur motifs, craftswoman can modify the motif to their own creations such as coffee, *tengkiang* (granary), *padi serumpun*, *padi ambur*, *bunga tanjung*, and coal.

The promotion of Batik Kujur is strongly supported by coal companies, namely PT. Bukit Asam (Persero) Tbk. One form of support carried out by this Company to introduce Batik Kujur is promotion. The promotion that carried out by PT. PT. Bukit Asam is in the form of holding Bazaars, Exhibitions, delivering brochures, articles in magazines, and newspapers. However, those promotional efforts were carried out were successful, Batik Kujur is still less known by people outside Tanjung Enim.

In this final report, there are other alternative of promotion to introduce Batik Kujur to the people. They are online writing media such as Facebook, Instagram, Youtube, and Blog. Salamadian (2020) says the blog is one of the websites which contains the thoughts of one or several authors and has a chronological order of posts (from the newest content to the oldest content). Now the role of the blogger community is mostly formed to support the goals achieved by one of the product promotions. In addition, according to a survey by Ibnu on the Optinmonster website (2020), 77% of internet users today are happy to read blogs. Moreover, the Hubspot page (2021), says that many as 55% of marketers in the world prioritize creating blogs as a promotional strategy.

Based on the description above, the writer was interested in making this final report entitled "Writing a Blog Script to Promote Kujur Batik as a Typical Batik of Tanjung Enim South Sumatra".

1.2. Problem Formulation

The problem formulation of this final project report was how to write a blog script for the promotion of Batik Kujur as typical Batik of Tanjung Enim South Sumatra

1.3. Objective

This final report aimed to find out how to write a blog script in promoting Batik Kujur as typical Batik of Tanjung Enim South Sumatra.

1.4. Benefits

There are three kinds of benefit in this study

1. For the Researches

This research can be used as a information on how to write a blog script for the promotion of Batik Kujur as typical Batik of Tanjung Enim South Sumatra

2. For the Readers

This research is expected to give information and references about Batik Kujur

3. For State Polytechnic of Sriwijaya

This report is to provide knowledge to the students of the English Department at the Sriwijaya State Polytechnic on how to write a blog script to promote Batik Kujur as typical batik of Tanjung Enim South Sumatra