

CHAPTER I INTRODUCTION

In this chapter, the writer discusses background, problem formulation, objective, and benefit of the study.

1. 1 Background

Woven fabric is one of Indonesia's cultural treasures, and it is one of the works of the Indonesian nation that is widely spread throughout the Indonesian archipelago. Woven fabrics that are spread in various regions in Indonesia have different names. For example, West Sumatra has Songket weaving, North Sumatra has Ulos weaving, South Sumatra has Songket weaving, Central Java has Trosro weaving, and many other woven fabric in other provinces of Indonesia.

In South Sumatera Province, Songket also can be found in many regions of South Sumatera Province. For example, in East OKU Regency, it is known as Gunung Batu Songket, Lahat Regency has Perelung Songket, Pagar Alam City has Besemah Songket, Muara Enim Regency is known with Mak Raje Songket, and Prabumulih City, is known for Prabumulih Songket.

Prabumulih Songket is different in the motif with Palembang Songket. Palembang Songket has the motifs of Lepus Nampan Perak, Kembang Tabur, Bunga Jatuh, Lepus Berantai, etc. Prabumulih Songket has three motifs such as Papan Sekeping Nanas, Seinggok Nanas, and Cantik Manis Nanas. All the motifs are all pineapples, the fruit characteristic of the city of Prabumulih. The Papan Sekeping Nanas motif has patterns such as vertical lines that form a pattern of boards containing the picture of pineapple and fewer gold threads. The motif of Seinggok Nanas has much gold thread. The Cantik Manis Nanas motif has the pattern of pineapple motifs which is not full and it looks like there is an empty space on the other side.

Many people from the city of Prabumulih and from outside the city of Prabumulih still do not know about Prabumulih songket. The need for the information about Prabumulih songket is very important because the Prabumulih

songket can be an attraction for both local and foreign tourists who come to Prabumulih. Promoting Prabumulih songket can make the songket widely known.

The promotion of the songket from Prabumulih can be done through many media. According to Ardhi in (Fitria, 2016) there are several kinds of promotional media. First, conventional print media consisting of flyers, pamphlets, brochures, catalog, booklets, etc. Second, print media advertisements such as newspapers, and magazines. Third, outdoor media which includes posters, billboards, banners, signboards, etc. Last, online media such as online forums, web banners, and websites or blogs.

One of the online media that can be used as the promotional media is a blog. Herutomo (2010:77) stated that blog is often interpreted as an acronym weblog, defined as a form of web application that resembles writings (which are loaded as posts) on a public web page. According to Putra (2020) the benefits of using blog is for exchanging the information. people can write the information on the blog which aims to get many people to read information from the blog, people also will be able to easily find various information from other blogs. The other benefit is blog as the promotional media. Blog is platform that people can use as a promotional media of the product so that it can be known and reached by many people. According to Rheny (2021) blogs function as publication media which can be considered quite effective, because using a blog does not have to be expensive, it can even be used for free.

Based on the explanation above, the writer is interested in writing this final report entitled **“Writing a Blog Script to promote The Typical Songket from Prabumulih”**.

1.2 Problem Formulation

Based on the background above, the problem of this final report is how to write blogscript to promote the Typical Songket from Prabumulih?

1.3 Objective

The objective of this final report is to know how to write blogscript to promote the Typical Songket from Prabumulih

1.4 Benefit

The benefit of this final report is to give the information to the students of English Department of Sriwijaya State Polytechnic about how to write blogscript to promote the Typical Songket from Prabumulih.