

CHAPTER I

INTRODUCTION

1.1 Background

South Sumatra is one of the provinces that has cultural diversity, it happened because Sumatra island was one of the islands controlled by the kingdom of Sriwijaya as a place of trading and doing corporate. Not only that, Sumatra is also known as Swarna Dwipa or Gold Island so there was some ethnics that came to trade and they gave influences to the culture and society lives, such as ethnic Malays, ethnic Chinese, and Islamic culture that was inherited by the kingdom of Samudera Pasai which was an Islamic kingdom that also grew and developed in Sumatra so, this heritage existed in various aspects such as arts, crafts, and culture.

One of the areas of South Sumatra is Palembang. As an Indonesia's oldest city, Palembang has the wealth of art, traditions, crafts, and culture. Traditional textile craft is one part of the Palembang society's ethnic cultural products, Palembangese often call the textile with the title of *Sewet*. The famous traditional textile in Palembang is *Songket*. In addition, there are many traditional textiles as handicrafts of Palembang such as *Blongsong*, *Tajung*, and *Jumputan* or we often known as *ikat celup* (Tie Dye).

Jumputan is part of the handicrafts of Palembang. Palembang typical *jumputan* is *jumputan pelangi*. According to Maryami (2012) a typical Palembang *jumputan* is *jumputan pelangi* because the motifs on *jumputan* are colorful like a rainbow and *jumputan pelangi* combines many cultures, namely Malay, and Tionghoa culture. As the name implies, *Jumputan* is made by grasping textile bit by bit on the base material and then dip in the dye.

As a cultural heritage, *jumputan pelangi* should be preserved to remain a part of Palembang history because *jumputan pelangi* as a form that there were some ethnics came to Palembang such Malay, Chinese, India, etc. They did trading

and introducing tie dye technique. Beside that, *jumputan* as ethnic textile is a textile that has high artistic value. This can be seen from the variety of motifs that were designed on the surface of textile such as *bintik tujuh* motifs, *kembang jamur*, *bintik lima*, *bintik sembilan*, *mawar*, *cantik manis*, *kacang hijau*, etc. These motifs can be typical *jumputan pelangi* and the surface of *jumputan pelangi* are so colourful because it can use two and three colour on surface of textile such as bright red, yellow, green, blue, etc.

But in fact, some people still do not know about *jumputan pelangi*. Thus, it can cause *jumputan pelangi* on the verge of extinction. According to Maryami (2012) *jumputan pelangi* is heritage of the ancestor that need to be kept, so the people in Palembang do not loose their culture. Unfortunately, *jumputan Pelangi* is not developed yet because the lack of public knowledge towards tie dye and they do not know the beauty of the rainbow textiles ".

Nowadays, people's lifestyles towards fashion trends also affect the culture, especially on textiles as culture heritage. According to Maredhany (2017) in this modern era, society is influenced by the fashion trends that exist in social media, our generation begin to forget the beauty of culture heritage of our ancestors namely tie dye (*jumputan*) which are more precious and beautiful. It can be seen from the style of society, especially teenagers, they prefer to wear modern clothes than wearing the traditional textile craft. It happens because teenagers do not know the beautiful of *jumputan pelangi*. Actually, the government of Palembang is making effort to introduce *jumputan pelangi* more broadly. This is proven that the government has established Griya Kain Tuan Kentang as the center of traditional textile production in Palembang especially, *jumputan pelangi*.

Thus the culture heritage of the ancestors, especially tie dye (*jumputan*) will disappear if we do not keep the culture heritage of our ancestors. This is also caused by lack of information and media promotion about the *jumputan pelangi* of Palembang. Therefore, it is needed a medium to promote and inform *jumputan pelangi*.

Promotion is very important to introduce the product to the public in order to get the costumers as much as possible. There are many media promotion can be used in promoting *jumputan pelangi* of Palembang such as radio, television, website, guidebook, map, booklet, video etc. In this modern era, millennial Generation or Z generation prefers to a video-based information that spreads in social media than reading a newspaper, it is more interesting and practical, because the video can display original sound, face and even body in full. Many people prefer to see the picture with sound in a video than reading. They also feel the benefits of video. According to Mashable report as cited in Amalia (2016) 57 percent of respondents said that watching digital video can improve their mood, 61 percent said that watching a video is a way to get rid of stress, 60 percent consume video for updates, 47 percent said that watching a video can learn something new and 44 percent watch videos to help people to sleep.

Based on the explanation above, the writer is interested in making a video about *Jumputan Pelangi* in Palembang as a medium promotion in order to attract the visitors to know the information about *jumputan* and they can buy *jumputan pelangi* as handicraft. The title of this final report is “Designing Video of *Jumputan Pelangi* as Culture Heritage in Palembang”.

1.2 Problem Formulation

The problem formulation of this final report is formulate as follows: How to design video of *Jumputan Pelangi* as culture heritage in Palembang ?

1.3 Problem Limitation

The scope of this final report is about designing video of *Jumputan Pelangi* as culture heritage in Palembang.

1.4 Research Purpose

The purpose of this final report is to know about how to design video of *Jumputan Pelangi* as culture heritage in Palembang.

1.5 Research Benefits

There are some benefits of this final report. For the readers especially English Department students, they can add their knowledges about *jumputan pelangi*, and how to design video of *jumputan pelangi*, so they can know about *jumputan pelangi* which should preserve as culture heritage. For the writer, the writer gets knowledges about *jumputan pelangi* as culture heritage, the writer can improve the ability of writing and speaking skills and the writer also gets experiences of designing video and making script.