# CHAPTER I

# INTRODUCTION

In this chapter, the writer discusses about the background, problem formulation, problem limitation, purposes, and also benefits from this research.

## 1.1 Background

Palembang is one of the cities in Indonesia that has some traditional cloths. The most well known traditional cloth in Palembang is Songket. Beside Songket, Palembang also has another kind of cloths, one of them is Blongsong. Blongsong is a cloth that made from silk or cotton yarn and it is usually worn by women.

However, most of Palembang citizens do not know about Blongsong. One of the factors why this happened is the lack of publication about Blongsong to the citizens, so it can cause lack of their knowledge about Palembang traditional cloths and there is no interest from them to buy Blongsong cloth.

It is also assumed that people have not been dressing in the traditional way nowadays because of some reasons. First, traditional cloth is expensive, it also looks unfashionable. The fact that Indonesians now wear their casual cloth likes t-shirt, jeans, tank top, short and other kinds of casual cloth imported from Western culture. It also could be because these cloths are more comfortable in the hot weather. Although beautiful, traditional cloths are not suitable and uncomfortable in a certain condition.

Because of those reasons, Palembang traditional cloths are less popular than the modern ones. Many Blongsong craftsmen will stop their production because of low demands for this kind of cloth. The worst is the impact, it does not only happen with Blongsong, but also other traditional cloths. They will become extinct. So, in order to popularize Blongsong among Palembang people. The traditional cloth, Blongsong needs to be promoted.

Traditional cloths represent local tradition and culture. It is good to revive the traditions and bring them back closer to our current lifestyle. However, some people believe most of  modern fashions, that is not for everyone.

To promote Blongsong, it needs a promotion media to communicate the product, service, image, or company. It is expected that people can know and create their desire to a product, service, image, or company that become their target. There are some media to do a promotion by using various marketing activities including sales promotions, public relations, direct marketing, personal selling, and advertising.

There are so many new forms of online advertising that appears in this sophisticated era, one of them is native advertising. Native advertising is the use of paid ad that match the appearance, form, and function of the user experience in which they are placed. Unlike others ad, native ad does not really look like ad at the first sight. The aim is to deliver the advertisement that related to the audiences environment and experience so that they will notices what they see and they do not mind to watch it.

Native advertising appears on any digital media, including news, magazine, social media, and YouTube. Native advertising can be a photo, interactive graphic, social media, and also video.

Nowadays, a third of people's online time is dedicated to watch videos. Because of that, video is a key to build a brand in digital way. Video is a powerful marketing tool and one of the most successful forms of content that a brand can produce for digital in terms of engagement, shares, likes and interaction (Lovell, 2017).

A video requires several steps in its producing process. One of the most important step in producing the video is writing a script before video shooting (Canavor, 2013). Therefore, the writer tries to arrange a native advertising video script about Blongsong cloth.

## 1.2 Problem Formulation

The problem of this research is formulated in the following questions:

1. Does the native advertising video script fulfill the criteria of Hymes model of speaking framework?
2. What are the moves that are used in arranging a native advertising video script based on Bhatia's move framework?
3. How is the native advertising video script about Blongsong cloth made?

## 1.3 Problem Limitation

The problem limitation of this study is the writer used Hymes model of speaking (Hymes, 1973) and Bhatia's moves framework (Bhatia V. K., 1993) in arranging the video script of native advertising video about Blongsong cloth.

## 1.4 Purposes

Based on the problem formulation and limitation that mentioned above, the writer has formulated the aims of this research is to investigate:

1. The native advertising video script which is fulfill the criteria of Hymes model of speaking framework.
2. The moves that are used in the video script based on the Bhatia's moves framework.
3. The steps in arranging the video script based on Hymes model of speaking framework and Bhatia's moves framework.

## 1.5 The Benefits

This research addressed how a video script of native advertising video about Blongsong cloth arranged. Based on the results, this research is expected to show the patterns of a linguistic phenomenon. This research identified implicit meanings behind the patterns of language that used in the native advertising video.

This research served as a guide how the native advertising video script should be arranged. The findings also provide model structure and moves of the native advertising video, hopefully this research will be useful for tourism manager in Palembang to improve their strategies in advertising the traditional cloth. It is also expected that the research will be useful for other researchers who investigate this kind of research.