CHAPTER I

INTRODUCTION

In this chapter, the writer discusses about the background, problem formulation, problem limitation, purpose, techniques of collecting the data, techniques of analyzing the data, and also benefit from the study.

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).

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

1.2 Problem Formulation

Based on the background, the problem is formulated in the following questions:

1. What are the rhetorical structures that are used in native advertising video script about Blongsong cloth?
2. How are the processes in writing the native advertising video script about Blongsong cloth?

1.3 Problem Limitation

This research focused on the native advertising video script is about Blongsong, and the rhetorical structures of the script by using Bhatia's Moves Framework.

1.4 Purposes

Based on the problem formulation, the writer has identified the purpose of this research is to know:

1. The rhetorical structure that are used in native advertising video script about Blongsong as Palembang traditional cloth.
2. The process in writing the native advertising video script about Blongsong as Palembang traditional cloth.

1.5 Benefits

The benefits of this report are :

a. For the Writer
1. Adding writer's knowledge about the information of Blongsong cloth.
2. Adding the experiences in writing native advertising video script about Blongsong cloth.

b. For the Reader
1. Giving information and knowledge about Blongsong cloth.

2. Raising the motivation and attract reader to preserve and buy Blongsong cloth.

1.6 Techniques of Collecting Data

a. Literature Study

The literature study learned and analyzed from some theories about Blongsong Cloth, script, and Bhatia's Moves Framework.

b. Observation

In observation, the writer observing and recording the weaving process of Blongsong cloth at Tuan Kentang Palembang.

c. Interview

In this case the writer had an interview with some experts with structured interview.

1.7 Techniques of Analyzing Data

a. Classifying the Data

The author classified the data obtained based on Bhatia's Moves Framework.

b. Putting the Classified Data

After classified the data, the writer put all the data to the script based on Bhatia's Moves Framework.