

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is an archipelago country that is located in Southeast Asia. Many big and small islands line up from Sabang, the Westernmost city of Indonesia, to Merauke, the Easternmost city of Indonesia. They are separated by sea and it caused many differences, such as tribes, beliefs, race, languages, and cultures. One of Indonesian culture is Batik. It is a fabric that is painted by liquid candle or it called “malam” in Bahasa Indonesia. It also has become a hereditary tradition since ancient time.

The origin of Batik started from the middle East. The traders from there brought the Batik technique to Indonesia, especially Java island (Pemoeda.co.id, 2017). Historically, Batik was worn by Indonesian nobility. Usually royal functionary wore it. As the times develop, ordinary people also wear Batik and they are proud of it (Badan Arsip dan Perpustakaan Provinsi Jawa Tengah, 2014). For Indonesian, wearing Batik is an honor. Now, people wear Batik almost in all of their daily life.

Batik has been produced in all around Indonesia. Its motifs have different meaning. Usually, it is implicitly painted in its motif. Every region has its special characteristic or symbol that can be its Batik motifs, including Jember. It is a city that is located in East Java. The most famous motif is tobacco leaf, because Jember is known by its high quality tobacco. Another well-known motif from Batik Jember is coffee beans and *edamame*. This is because Jember coffee have a good quality and international standard. It is proven that Jember coffee is exported to all around the world (Detiknews, 2018). Jember has many strategic locations which is suitable for planting *edamame*, so that many farmers plant it. According to Wijiantoro as cited in www.ristekbrin.go.id (2018), around 50 percent of national *edamame* production is from Jember. Jember *edamame* is also exported into Japan (Liputan6.com, 2017). Based on explanation above, tobacco leaf, coffee beans, and *edamame* motifs become the symbol of Batik Jember.

Batik Suket Teki is one of Batik's home industries which grows in Jember. It is located in Perumahan Kebon Agung Indah, Kaliwates sub-district. To gain more information, the writer conducted a preliminary study in April 2019. The writer asked several questions to the owner of Batik Suket Teki related to the Batik characteristic, the products and promotional media of Batik Suket Teki. The owner said that Batik Suket Teki was established in 1 December 2012. She added that her Batik characteristic is on its motif and color. She always paints *edamame* beans motif every year because her area produces *edamame*. There is always black color in every Batik design and it becomes a part of its uniqueness.

Batik tulis (hand-written Batik), *Batik cap* (hand-stamped Batik) and *Batik campur* (the combination between hand-written and hand-stamped Batik) are the Batik products that are produced by Batik Suket Teki. The owner produces *Batik tulis* (hand-written Batik) continuously. In producing *Batik cap* (hand-stamped Batik) and *Batik campur* (combination Batik), she makes it by customer's request because the price of the tool is expensive and there is one motif in one tool. Besides that, the tool will be used once only. Another product from Batik Suket Teki are necklace, purse, scarf and bracelet. The main component for them is Batik fabric. In this situation, the owner tried to introduce Batik Suket Teki not only from pieces of cloth (Batik) but also in form of accessories.

It was also found out that the selling of Batik fabric in Batik Suket Teki got four customers only per month. It happens each month. Each customer usually orders it in large quantity. The process of making Batik needs two up to three months. The owner said that she wants to enlarge the request of orders. She wants to get more than four customers who order in large quantity. For selling of another product, it is not produced continuously but when she produces them, it always becomes best seller.

In promoting Batik Suket Teki products, the owner uses social media like Facebook, Whatsapp, and Instagram. She also uses electronic marketplace like Tokopedia. Because there are many orders and the owner does not have enough employees to handle their promotional media, for Facebook, Instagram, and Tokopedia are not active anymore except Whatsapp. Besides that, the owner of

Batik Suket Teki did offline promotion by joining art and Batik exhibition, both regional and international level like Jember Fashion Carnival which there are a lot of foreign tourists. The fee for opening a booth is expensive, so Batik Suket Teki joined with another home industry Batik Jember in the name of Jember. The weakness of this promotion is that she cannot bring a lot of Batik fabric that she has because she must share the place with others. If there is a customer, she only spreads name cards without showing the detailed products. Therefore, she needed booklet to promote her products. She said, booklet will explain more about her products and she can give the Booklet to the customers directly when they come to the industry or Batik exhibition. In this case, the writer offered the owner of Batik Suket Teki to help her in making the promotional booklet.

Based on the explanation above, it can be concluded that Batik Suket Teki home industry needs booklet as its promotional media. The writer decided to make a Booklet which provides all information about Batik Suket Teki home industry. This also can help the industry attract more customers. The Booklet will be written in bilingual, Bahasa Indonesia for domestic tourists and English for foreign tourists.

1.2 Objective

The objective of this final project is to make a booklet as a promotional media for Batik Suket Teki that can be used to help the domestic and foreign tourists to get more information about Batik Suket Teki.

1.3 Significances

Based on the objective above, the significances of the report and the product of this project are:

1.3.1 For the writer.

The writer can apply her skills in writing (to write the content of the booklet) and translating (to make the script of the content in Bahasa Indonesia and English).

1.3.2 For the tourists or readers.

The domestic and foreign tourists or readers can get more detail information and reference about Batik Suket Teki from its booklet. They also can understand it because it uses two languages.

1.3.3 For the owner of Batik Suket Teki.

The owner can easily spread the detail information about Batik Suket Teki through the product of this final project to attract more customer.

1.3.4 For students of English Study Program.

This report and product can be used as a reference for students of English Study Program who will conduct similar final project, especially in making promotional booklet.