CHAPTER 1. INTRODUCTION

1.1 Background

Batik is a product of culture and as we all know it is not only a cultural heritage but also provides a livelihood for millions of people of Indonesia. Batik industry scattered throughout Indonesia, not just in Java and Madura such as Cirebon, Pekalongan, Banyumas, Yogyakarta, Solo, Mojokerto. Batik is also found outside Java such as the batik industry in Samarinda Kalimantan, Padang, Palembang-Sumatra, Toraja-Sulawesi, Papua and even West Nusa Tenggara (Evi Steelyana and Rina Patriana, 2010)

Batik has evolved into a cultural icon and a symbol of Indonesian culture. Batik was historically a hereditary practice, therefore a motif could be used to represent a person's identity. Some batik can reveal a person's social status. Even today, some traditional batik themes are reserved for members of the Yogyakarta and Surakarta Keraton royal families (Deni, 2013). In Indonesia, batik is widely used and produced in a variety of locations. The themes have cultural values that symbolize the society's culture life. Lumajang is one region that contains a lot of batik goods with various motifs. One of them is Batik Laila. This home industry is located in Ranulogong Village, Randuagung sub-district, Lumajang

The writer conducted a preliminary study by interviewing the owner of Batik Laila. She stated that this batik home industry was established in 2011. Batik Laila is one of the batik home industries which produces many types of Batik craft such as batik fabric, batik cloth, table cloth, bag, praying mat, facemask and batik uniform. Besides batik craft production, this batik home industry participated in the Batik annual exhibitions as a representative of the Batik craftstmen from Lumajang This annual is "*Hari Aksara Internasional*" in this event each district can showcase its superior products and one of them is the product of Batik Laila, in this event many foreign and domestic tourists or investors were interested in Batik Laila production. It has a unique motif, affordable prices, and unique color. In addition, this Batik home industry is served a batik class. Mostly the participants come from the kindergarten teacher and the public who is interested in batik making

To obtain further information, the writer conducted a preliminary study by interviewing the owner of Batik Laila. She mentioned that Batik Laila has 2 kinds of promotional media, they are Whatsapp (081333378795) and Instagram @batiklaila. The content of the previous promotional media only showed the photo of products. There was no detailed information about Batik Laila profile and its products such as prices, products produced, detailed product descriptions. Based on these problems, the writer made a booklet as a promotional media that contains a more complete description of the product from Batik Laila compared to the previous promotional media.

The writer made a promotional medium in the form of a booklet for Batik Laila. As stated by Irawan. (2016), a booklet is an important advertising medium because it offers images to complete product details. Thus, a booklet can make people and prospective visitors interested since they can see a clear overview from the pictures that are included in the booklet

1.2 Objectives

The objective of this final project is to make a booklet as promotional media for Batik Laila Lumajang in two languages, namely English and Indonesian.

1.3 Significances

This final project is expected to be useful for the following parties. They are:
a. For the writer

The booklet can be a medium for a writer to apply her skill in writing and translation. Besides, it gives new knowledge for the writer about batik in Lumajang.
b. For readers

The readers will get a reference for Batik Laila Lumajang.
c. For Batik Laila

It can serve as promotional media to promote the product of Batik Laila for gaining more customers.
d. For English Department of Politeknik Negeri Jember

It can be a reference for all students of the English Department who want to conduct final projects with similar topics.