

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is one of the richest countries based on its natural wealth and cultural heritage. One of the unique *Nusantara* heritages is batik. The uniqueness of batik is shown by a variety of motifs that have their own meaning. According to Nian (1997: 14) Batik as a noun is a result of depicting the pattern on the cloth using canting as a drawing tool and wax as a means of blocking, meaning that technically batik is a way of applying patterns on the cloth through the process of dyeing the color canting with the night a means of painting the barrier medium. Batik is one of the cultural heritages that is still being preserved. Even batik has gained worldwide recognition from the United Nations Educational, Scientific, and Cultural Organization (UNESCO) in 2009. The richness of the art of batik itself has transformed into a global fashion trend because batik has its own characteristics based on the region of origin of its manufacture.

The development of batik was mostly carried out during the Mataram Sultanate era until it continued in the days of the Surakarta Sultanate and the Yogyakarta Sultanate. Now, in Indonesia, almost every region has its own name and batik motif. Each existing batik motif also has its own philosophy such as *Batik Parang Kusumo* from Solo, *Batik Mega Mendung* from Cirebon which has a cloud motif, *Batik Sidomukti* from Yogyakarta which has original and ancient motif, *Batik Tujuh Rupa* from Pekalongan which has motif plants and animals, *Batik Pring Sedapur* from Magetan which has a bamboo motif, *Batik Priyangan* from Tasikmalaya which has a grass motif, *Batik Benang Bintik* from Central Kalimantan, *Batik Tembakau* from Jember which has a tobacco motif, and many more places to make batik in Indonesia with a different motive. Banyuwangi is also one of the places that have many batik-making industries, one of which is Anisa Batik Warna Alam. Anisa Batik Warna Alam is one of the home-made batik products located in Karangasem, Banyuwangi.

The writer conducted a preliminary study in the form of an interview with the owner of Anisa Batik Warna Alam in October 2020 to find out more about the availability

of the Anisa Batik Warna Alam promotional media. The owner said that Anisa Batik Warna Alam was promoting its products through Whatsapp media (085231089185). Anisa Batik Warna Alam promotes by uploading a variety of batik motif images such as *Gajah Mungkur motif*, *Sekar Jagat motif*, *Beras Kutah motif*, *Kopi Pecah motif*, *Totogan motif*, *Kangkung Stingkes motif*, *Paras Gempal motif*, and others. Based on the opinion of the owner of Batik Warna Alam, the current promotional media is not effective because it is difficult to reach tourists.

The owner said they needed another promotional medium that tourists could easily reach. The owner said that it needed promotional media in the form of a website because it could be easily reached by tourists and local. According to Gregorius (2000: 30) a website is a collection of web pages that are connected to their files are interrelated. The web consists of pages or pages, and a collection of pages called the homepage. The homepage is at the top, with related pages at the bottom. Usually each page below the homepage is called a child page, which contains hyperlinks to other pages on the web.

Based on the explanation above, it can be concluded that Anisa Batik Warna Alam requires a promotional media in the form of a website. Therefore, the writer decided to promote Anisa Batik Warna Alam in making product in the form of a website as a promotional media for Anisa Batik Warna Alam. This website briefly explain the information related to Anisa Batik Warna Alam. The writer created the contents of the Website with short text accompanied by several pictures and written in a bilingual version, *Bahasa Indonesian* and English.

1.2 Objective

The purpose of this final project is to create a website as a promotional media for Anisa Batik Warna Alam, Banyuwangi.

1.3 Significances

Based on the objective above, the significances of the report and the final project product is expected to be of benefit to several parties:

1.3.1 For the writer

The writer can apply their writing skills, translation skills and computer skills (writing website content and drafting final project reports).

1.3.2 For the tourists

The domestic and foreign tourists or readers can get more detailed information and references about batik from this website.

1.3.3 Tourism and Culture Department of Banyuwangi

The Banyuwangi Tourism and Culture Department can use this website to provide information about local Batik in Banyuwangi, especially Anisa Batik Warna Alam.

1.3.4 For the owner of Batik Warna Alam

The owner can use the products of this final project as a promotional media that can attract people to buy products from Anisa Batik Warna Alam.

1.3.5 For students of the English Language Study Program

The Students of the English Study Program, especially those who want to work on a similar project, can use this final report and product as a reference.