

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is a country which has various ethnics and cultures. One of Indonesia cultural heritage that has become the icon and identity of Indonesian is Batik. According to Suryaningsum (2017), batik is a work of painting and writing that is depicted on a cloth. The word batik comes from the word “amba” which means wide cloth and the word “tik” which means dot. So that batik means the image of dots forming a beautiful pattern on a wide cloth (Suryaningsum, et al., 2019). Batik was stated as Indonesian cultural heritage by United Nations Educational, Scientific and Cultural Organization (UNESCO) on 2 October 2009 (Galih, 2017).

Batik is very often found in Indonesia because most areas in Indonesia are batik-producing areas. Batik industries have great potentials for the future of Indonesia culture and tourism. The development of the batik industry can attract tourists to visit and allow them to see the industry of making batik. Therefore batik is not only known at the national level but also has been already known at the International level as acknowledged by UNESCO. Batik, as a cultural work has a high economic value, because become a source of life for the craftsmen, open business fields, and support tourism potential, so that batik is categorized as one of the creative industries that are included in the handicraft sector. United Nations Conference on Trade and Development (UNCTAD, 2010), describes that the creative industry consists of cultural heritage such as knowledge, cultural expression, art and media.

Many regions in Indonesia produce their own batik products and every of those batik has a specific motifs. Each motifs of those batik has historical and philosophical values depend on the symbol, speciality, and the local culture that each region has. Banyuwangi is an region in East Java which is currently developing a local culture. Banyuwangi, as one of cities which is developing a local culture has batik called batik *Gajah Oling*. According to Pearl (2012), batik

Gajah Oling has variety of attractive designs and motifs. Besides being used as a material for making batik shirt, in Banyuwangi batik also used as a material for making udeng (hats typical of Banyuwangi). One of home industries that produces batik in Banyuwangi is Batik Pandawa. Batik Pandawa located in Karangbendo district, Banyuwangi. The writer conducted a preliminary study at Batik Pandawa to get more information about Batik Pandawa.

Based on the preliminary study, the writer found that the owner of Batik Pandawa has trouble in promoting his batik industry. Batik Pandawa is lack of promotional media, the owner only use social media to promotes his batik industry. Besides, Batik Pandawa do not have printed promotional media that mostly needed by the customers who visit Batik Pandawa, except the content from the social media that can be accessed online. As for the social media used by the owner such as Instagram, Facebook and Whatsapp. Although social media has a wide range in spreading information, the owner only get few customers. The reason is because the way he promotes the product is not attractive. The owner only posts the pictures of the products without being accompanied with complete description of the products. The consequent, the customers get lack of information about the products. Therefore, he needs other promotional media to promote his batik products. So that, the writer initiated to help the owner promote Batik Pandawa by offering to make a printed promotional media in a form of booklet for Batik Pandawa. The owner agreed and said that the booklet would have attractive design such as the combination of colors, the pictures, and the font. The booklet also has to provide complete information related to the product such as kinds, motifs, and prices. Therefore, people will be attracted to the Batik Pandawa products and the owner can get more customers.

The writer chooses booklet as one of promotional media for Batik Pandawa because Batik Pandawa do not have printed promotional media which mostly needed by the customers who visit Batik Pandawa. The existence of the booklet will help the owner to promotes his product by shared the booklet to the visitor. Therefore, the writer want to help make another promotional media in the printed form for Batik Pandawa in a form of booklet, and the booklet will provide

information related to Batik Pandawa. The booklet allows the customers to get information about the products offered by Batik Pandawa. Besides, to make a booklet there is no need to spend much budget such as making website or video which you have to hire editor or camera, and purchase domain for your website. According to Simamora (2009) in Akhyar (2016), booklets are small (half quarto) sized books and thin, nothing more of 30 back and forth sheets and contain of writing and pictures. So that, booklet is suitable media because of the flexibility which can be read anywhere. The owner can share the booklet to the customer who visit Batik Pandawa.

Based on the explanation above, the writer believed that Batik Pandawa needs a booklet as it's promotional and the writer decided to make a booklet as a promotional media for Batik Pandawa. The booklet will provide complete information and interesting design or pictures about the product. The booklet will be written in bilingual version, English for foreign tourists and Bahasa Indonesia for domestic tourists.

1.2 Objective

The objective of this final project is to make a booklet as a promotional media for Batik Pandawa that can be used to help Batik Pandawa to promote their products.

1.3 Significances

1.3.1 For the Writer

The writer can apply his skills in writing, translating, and designing for the content of the product.

1.3.2 For the Owner of Batik Pandawa

The owner can easily spread the detail information about Batik Pandawa through the product of this final project.

1.3.3 For The Readers

The domestic and foreign tourists or the readers can get more information about Batik Pandawa.

1.3.4 For Student of English Study Program

This report and product can be used as a references for students of English Study Program who will conduct similar final project.