

CHAPTER 1. INTRODUCTION

1.1 Background

Talking about Indonesian culture is endless. One of which is batik. Batik is well known even to foreign countries. Batik is the art of drawing on fabric to be used as clothing. There are many kinds of batik design in Indonesia. The design is not only beautiful but also show characteristic of particular regions in Indonesia, such as Batik Sekar Jagad, Sido mukti, Parang Rusak, Priyangan, and etc. Another existing design is Batik Menak Koncar. This batik design has a beautiful pattern and unique motif.

Batik MenakKoncar is a typical batik of Lumajang Regency, East Java, Indonesia. The employees use a, hand-drawn, hand-stamped and combination of both to make the pattern, after that they use a natural and synthesis color. The name Menak Koncar comes from the shelter of Aria Wiraraja, a person who became the king of the Lamajang kingdom in 1239, where the center of administration was in Biting hamlet, Kutorenan village, Sukodono sub Regency, Lumajang Regency. Batik Menak Koncar motif is dominant with Lumajang characteristic such as Mount Semeru, *Jaran Kencak*, Senduro Coffee and Banana.

The writer conducted preliminary study to get more information by conducting interviews directly with the owner of Batik Menak Koncar. She said that they stil need more promotional media because so far they promote their products only through instagram and facebook. It does not work efficiently because they just posted pictures of batik. They do not have any promotional booklet to give specific information for the customers about Batik Menak Koncar as a typical souvenir of Lumajang.

Knowing that fact the writer chose to make a promotional booklet in bilingual language, to help promote the products from Batik Menak Koncar, also to fulfill the final project of the writer. Booklet is a book that is mainly used to represent a company and product in details. A booklet is also like a messenger who carries an important message. The appearance and design of the booklet is

representative of the image of a company. According to Yudita (2013) booklet is a mass communication media that aims to convey messages that are promotions, instructions and prohibitions, in the form of print. Hopefully with using this promotional booklet, domestic and foreign customers can get more information about batik Menak Koncar, so they do not hesitate to buy the products.

1.2 Objective

The objective of this final project was to make a promotional booklet of batik Menak Koncar.

1.3 Significances

Based on objective above, hopefully this final project can give benefits to the following parties:

1.3.1 For The Writer

The writer was able to apply and improve writing and computer skills used to make this promotional booklet.

1.3.2 For The Readers

By reading this promotional booklet, customers can get more information and knowledge about batik Menak Koncar.

1.3.3 For Batik MenakKoncar

Hopefully this promotional booklet can help Batik Menak Koncar in promotion.

1.3.4 For English Study Program Students

English Study Program Students can use the report and product of this final project as a reference when making a similar topic.