

CHAPTER 1. INTRODUCTION

1.1 Background

As one of the sectors that contribute to the country's foreign exchange, tourism is something that the government proceeds to create and utilize as a driving division that continues to develop and use as a leading sector (Zazilah, 2021). One of the districts that are famous for its tourist destinations is Banyuwangi. According to Imaniar (2019), the economy of Banyuwangi Regency shows a positive trend, manifested in the form of creative economic innovation supported by innovations in the tourism sector based on local wisdom. Many Banyuwangi people innovate to develop tourism destinations and take advantage of the potential that Banyuwangi has. So, the community's economy also grows and develops. When put together, tourism and creative industries are two mutually beneficial and reinforcing sectors. The creative industry makes an area that is developed and in demand by tourists, which will impact tourism. Tourism with all its products will give rise to creative industries (Zazilah, 2021). One of the focuses of creative industry development in Banyuwangi is the batik industry. The batik industry in Banyuwangi is growing quite rapidly because influenced by the development of Banyuwangi tourism which is increasingly popular. Thus, batik is used as one of the typical souvenirs of Banyuwangi (Amalia, 2020). One of the famous batik home industries in Banyuwangi is Kapuronto Batik, located in Giri District. This batik home industry produces various batik products such as batik fabric, batik clothes, batik scarves, batik *udeng*, batik masks, batik bucket hats, and others. Kapuronto Batik also produces batik motifs that are quite popular among the people of Banyuwangi such as *Gajah Oling*, *Kopi Pecah*, Dragon Fruit (Kapuronto Batik's creation to visualize one of the fruit commodities that Banyuwangi produces a lot), *Sekar Jagad*, *Gedhegan*, and *Semanggi*. The uniqueness of Kapuronto Batik is in Batik's designs. Kapuronto has its batik motifs produced: Dragon Fruit and *Semanggi* motifs. Also, it has a wide selection of fabrics such as silk cotton, Japanese cotton, rayon cotton, viscose, doobby, and Paris cotton. To give excellent

customer service, Kapuronto Batik serves custom services, which is the customers could request the design and color as they want.

For preliminary study, the writer interviewed the owner of Kapuronto Batik, Mrs. Fidy Ayu to gain information about the promotional media used to promote Kapuronto Batik products. The interview results showed that Kapuronto Batik only has two online promotion media: Instagram (*@kapurontobatik*) and Facebook (Kapuronto Batik). They provided some product images and prices without informing the location and any detailed information about Kapuronto Batik products such as the location, contact person, description of the product, etc. The promotional media does not give specific information about Kapuronto Batik profile and product to the customer, so the customer does not get clear information about Kapuronto Batik's company and product description. However, the owner wants to promote and inform the local and foreign customers about Kapuronto Batik's gallery and products, so the customer could be persuaded to buy Kapuronto Batik's products.

Based on the problems explained above, the writer offers the owner to make promotional media in promoting the product in the form of a booklet and e-booklet that the owner need a simple promotional media that didn't need other media to access it. The writer thought the booklet's contents would convey information to fulfill customer needs. It provides several pictures of batik motifs and complementary textbook information. The owner agreed to make a booklet and digital book to promote her home industry products because it can help gather batik home industry to more customers. This booklet is provided in two language versions: English for foreign customers and Bahasa Indonesia for local customers. Booklet in Bahasa Indonesia make local customer easy to understand about the content and attract the foreign customer with the English booklet also make it easier to understand the content

The booklet is one of the promotional media in print media which will display to customers and can provide detailed information about the company. The booklet will be used when visitors visit the Kapuronto Batik gallery or its bazaar stands to find information about the promoted products. While the e-

booklet will be uploaded to social media as the content of Kapuronto Batik by the owner. Therefore, the booklet is expected to help the owners of Kapuronto Batik to promote their products so that local and foreign customer more easily know them.

1.2 Objective

The objective of this final project is to make a booklet as promotional media of Kapuronto Batik in bilingual version (Bahasa Indonesia and English)

1.3 Significances

The significance of the report and the product of this final project are expected to be useful for some parties:

1.3.1 for the writer

The writer can implement her skills in writing and translation in making this product

1.3.2 for the readers

Domestic and foreign reader can get more detailed information and reference about Kapuronto Batik from this booklet.

1.3.3 for the owner of Kapuronto Batik

The product of this final project hopefully can help the owner of Kapuronto Batik to promote its product to the customer and reach wider customer by giving detailed and clear information

1.3.4 for the student of the English Study Program

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