

## CHAPTER 1. INTRODUCTION

### 1.1 Background

Batik is a craft that has high artistic value and has been a part of Indonesian culture (Anggara et al., 2019). Indonesian batik was also officially recognized by United Nations Educational Scientific and Cultural Organization (UNESCO) on October 2, 2009, as an Intangible Cultural Heritage (ICH) at the UNESCO session in Abu Dhabi. Batik is one of Indonesia's cultures that attracts a lot of foreigners' attention. Batik is synonymous with motifs and processes to be able to produce meaningful batik work. Nusantara in Yudhistira (2017) stated, Batik is covering te cloth by painting or painting liquid wax using *canting* (a small tool made of copper and bamboo as a handle and is used to move or take liquids in the process of making batik) or stamping tool (printing). Batik produces works that have a variety of motifs and philosophies that are owned by batik (Apriliani, 2016). Batik has spread in all provinces in Indonesia with its characteristic.

One of towns which produce batik is Nganjuk, East Java. The characteristic feature of the batik motif from Nganjuk is *Anjuk Ladang*. *Anjuk/* Nganjuk means the name of town and *Ladang* means field, so *Anjuk Ladang* means residential of Nganjuk. *Anjuk Ladang* is a identical motif to the Nganjuk incription with the addition of stylized eagle bird (Rudianingsih & Rataningrum, 2014). At 2019, the regent of Nganjuk, Novi Hidayat inaugurated a new motif typical of Nganjuk which was named *Nganjuk Nyawiji*. *Nganjuk Nyawiji* means Nganjuk unity/united. There is one of batik production house in Nganjuk, named is Sri Siji Nusantara Indah Batik which is located in Candirejo, Loceret, Nganjuk. This is one of legendary batik which is the pioneer batik in Nganjuk. Mrs. Sri Suwarsih, as the owner said that, Sri means this batik production house is owned by Sri or Sri is the name of the owner, *Siji* means one in Javanese. The meaning of the name *Siji* refers to the only batik gallery in Nganjuk, Nusantara is Indonesia, and Indah means beautiful.

Sri Siji Nusantara Indah Batik can produce a batik by applying several types of batik in the production process, such as *sasirangan* which means basting batik, *jumputan*, which is a batik motif made by tightly tying several parts of the fabric which are then dipped in clothing dye, *cap* which means batik produced using a canting stamp, *tulis* means to write. Besides that, Sri Siji Nusantara Indah Batik often makes new batik motifs that are made in a limited manner so that customers don't feel bored with the existing motifs.

All the uniqueness and typical of Sri Siji Nusantara Indah Batik is a high spirit of innovation and attract many customers. Mrs. Sri Suwarsih, the owner said that since Covid 19 pandemic, their batik sales dropped drastically. In a month they rarely could sell more than 100 pieces of batik. Meanwhile, they have awards as cultural preserver because their enthusiastic of batik innovation, so they should be able to sell more than it. Sri Siji Nusantara Indah Batik uses social media to promote its product and attract more customers. They have Facebook (Sri Siji Batik Nganjuk) and Instagram (@srisijibatik) with 102 followers.

Based on the information above, the social media that they have not effective enough because they have few followers so that little users can reach their account. Therefore, at this time, this company needs promotional media of what this batik house never had and is suitable to attract customers. The writer has already interviewed the owner of Sri Siji Nusantara Indah Batik and she said that she thought to make a booklet that she never had before, but she found it difficult to design a good booklet. The owner also said that with a booklet, she can not only attract the customers but she also introduce their products directly, simple way, but interesting.

A booklet is a small printed or not printed book that contained detailed information related to a place that wants to be introduced and is complete with pictures. Booklet is an important promotional media for Sri Siji Nusantara Indah Batik. The booklet may not only make its name more famous but also may provide self-satisfaction to customers who read the booklet.

Based on the reasons above, the writer would make a booklet as promotional media for Sri Siji Nusantara Indah Batik in Nganjuk. It is hoped that

the booklet to promote Sri Siji Nusantara Indah Batik to promote their product to domestic and international customers. So, the booklet will be written bilingually, the English version is for foreign customers and the Indonesian version is for domestic consumers. This bilingualism is purposed to attract both the readers from locals and foreigners.

## **1.2 Objective**

The objective of this final project is to make a booklet as a promotional media for Sri Siji Nusantara Indah Batik Nganjuk to promote their product and attract more customers.

## **1.3 Significances**

This final project gives some benefits to the following parties:

### **1.3.1 For the Writer**

By conducting this final project, the writer could apply the knowledge and skills that were gotten from English Study Program such as reading and writing English skills, translation, and computer ability.

### **1.3.2 For Sri Siji Nusantara Indah Batik**

The product of this final project can be used as a promotional media to introduce, promote, and give complete information related to Batik especially the products Sri Siji Nusantara Indah Batik.

### **1.3.3 For the Readers and the Customers**

The customers will get detailed information about the profile and kinds of products of Batik in the Sri Siji Nusantara Indah Batik.

### **1.3.4 For the Students of English Study Program**

This final project can be used as a reference and a model for the other students to conduct a similar final project in a different location of a final project.