

CHAPTER 1. INTRODUCTION

1.1 Background

Bondowoso is an agricultural area that has a large potential for cassava. According to Hermanuadi et al. (2020), cassava commodities become potential products for Bondowoso Regency. This potential product has encouraged farmers and communities in Bondowoso Regency to process and create processed products of cassava such as *tape* (fermented cassava), *suwar-suwir*, *prol tape*, cassava chips and other things related to cassava, such as cassava leaf as batik motif to increase their income.

There are a lot of batik industries in Indonesia that produce their products. Each region has its uniqueness and meaningful batik motifs. One of the batik producers in Indonesia is Ida Batik Bondowoso. It is located in Kalianyar Village, Tamanan Sub-district, Bondowoso Regency.

The writer conducted a preliminary study to get more information by interviewing the owner of Ida Batik Bondowoso. She mentioned that Ida Batik Bondowoso is a batik producer in Bondowoso that was established on December 20, 2015. This home industry sells written batik, stamped batik, semi batik (written and stamped), and also sells materials for batik, such as *canting*, wax and fabric. The owner uses various kinds of motifs, for instance motifs of Cassava Leaf, Coffee Leaf, Coffee Bean, Tobacco Leaf, Blue Fire, Tofu, Tile, Birds of Paradise and Ijen Geopark.

According to the owner of Ida Batik Bondowoso, customers can choose what kinds of motif they like for their cloth based on the motifs that she offers. Customers can also choose clothes that are already in the store which will later be applied with the motif of their choice. There are various kinds of clothes in the store, such as basic (raw) materials, shirt, and *mukena* (prayer set) and others. However, for those who want to be practical, they just can buy batik available in the store. The uniqueness of Ida Batik Bondowoso which other batik craftsmen in Bondowoso do not have lies in

one of variations of motif used by the owner that she called it Batik *Tabur*. *Tabur* is taken from Madura language which means sowing. She sprinkled soda on the cloth before proceeding with the stamp technique, and thus it creates a unique and beautiful pattern like a splash of waves on the cloth. Ida Batik Bondowoso also used motifs taken from its surrounding environment, for example, tile motif and tofu motif. They were chosen because up to now many people in its surrounding area are making roof tiles and selling tofu. The owner has also been invited to several schools to teach students how to make batik or students come to the production house and see how batik is made. Ida Batik Bondowoso also got a certificate as an EXPO participant of Muharram Festival in 2018 and an award of a company that consistently produced and sold hand-drawn batik from the Ministry of Industry in 2018.

From the interview, the writer also obtained information that she promoted her products via several social media to reach people or to gain customers. They included Instagram (@idabatikbondowoso), Facebook (Farida Batik), and WhatsApp (085258808776). However, when it attended batik events for example, Bondowoso Batik Week, Harjabo (Bondowoso Anniversary), Batik Ambassador Election, Grand City Surabaya exhibition, and other events, she needed another way to promote her products other than the social media. She wanted to show her products not only to local people but also to those from other countries who attended the events. She stated that she needed a booklet written in a bilingual version, English and Bahasa Indonesia as a new promotional media for Ida Batik Bondowoso to help the promotion and to give complete information of her batik products both to local and foreign customers. The booklet should be written in English and Bahasa because the owner wanted to expand the range of her batik sales to abroad. She hopes that by using two languages, her customers who are from abroad can find out the information and uniqueness of her batik and this bilingual booklet will also be very useful when she participates in exhibitions where many foreign visitors come.

In conclusion, the writer chose to make a bilingual booklet because it can provide complete information about the products of Ida Batik Bondowoso and attract more customers either from local people or international. Booklets are composed of sheets of paper folded into little books and it is thought to be a good medium for delivering several messages (Novitasari & Pribadi, 2018).

1.2 Objective

The objective of the final project is to make a bilingual promotional booklet for Ida Batik Bondowoso.

1.3 Significances

Based on the objective above, hopefully, the report and the product of this final project can give advantages to the following parties:

1.3.1 for the Writer

The writer can apply his writing skill when making a script and apply translation skills in translating information about the products of Ida Batik Bondowoso.

1.3.2 for the Owner of Ida Batik Bondowoso

The owner of Ida Batik Bondowoso can use the product of this final project which is booklet to promote her batik products.

1.3.3 for Customers or Readers

The product of this final project can help customers or readers to get detailed information about the products of Ida Batik Bondowoso.

1.3.4 for Students of English Study Program

This final project can be a reference for students of the English Study Program Politeknik Negeri Jember who want to conduct the same final projects, particularly making a promotional booklet.