

CHAPTER 1. INTRODUCTION

In this chapter, the writer explores the underlying information related to the final project. It is divided into background, objective and significances of the final project.

1.1 Background

Indonesia has various cultural heritage passed down from the Indonesian ancestors. One of the highly developed forms of Indonesian cultural heritage is batik. Batik has been designated by the United Nations Educational, Scientific, and Cultural Organization (UNESCO) as a heritage of oral and nonessential forms of culture (the masterpieces of the oral and intangible heritage of humanity) since October 2nd, 2009 (Rais & Efendi, 2020). Due to the existence of batik as a cultural heritage that has been recognized internationally, Indonesians must preserve, maintain and develop it.

Indonesian batik carries certain symbols and philosophies. The symbols and philosophies contained in batik motifs can be the uniqueness of batik. Trixie (2020) stated that there are many types and patterns of a traditional batik, but the motifs and varieties are based on the philosophy and culture of each region. The fantastic cultural wealth of Indonesia is the trigger for the creation of various motifs and types of traditional batik with its uniqueness. One of the batik motifs that have a strong uniqueness is Lumajang batik.

Lumajang batik has distinctive motifs such as *Pisang Agung* motif, Mount Semeru motif, Penglor bird motif and *Sulur* motif. The coloring process of Lumajang batik still uses natural colors. The colors that are mostly used are turquoise and yellow, such as those derived from the mangosteen and banana plants. The colors increase the value of Lumajang batik, which is growing by using more attractive methods. Several batik home industries in Lumajang have produced Lumajang batik with their characteristics and uniqueness. One of the most popular batik home industries in Tempeh sub-district, Lumajang regency is Omah Batik. Omah Batik, which is located on Jl. PB. Sudirman No.31-32 Tempeh Lumajang,

has a strong potential to do its business because of the uniqueness of the batik motifs that are not produced by other home industries in Lumajang. The unique batik design that are not found in other home industries such as cartoon batik that the pattern is filled with batik motifs. In addition, the owner of Omah batik also accepts orders for formal events such as weddings, office clothes and is also popularly used for Muslim clothing.

To get more information about Omah Batik, the writer conducted both offline and online interviews as a preliminary study in December 2021. Due to there are some things the writer missed. The result of the first offline interview showed that Omah Batik promotes its products through social media Instagram at @batikku_omah, Facebook at Sabta Cicilia Velyn, WhatsApp at (0895-3953-28585) and Website at <https://omahbatik-lumajang.business.site/>. The Instagram and Facebook accounts of Omah Batik provide the pictures of its products and the customer testimonials. The website provides the pictures of Omah Batik's home industry, the address, the operational time, and the products. However, the information related to Omah Batik is still separated in several promotional media, and there is not any promotional media that provides complete information about Omah Batik. Omah Batik does not have printed promotional media that cannot fulfill the need of promotion offline activity. Thus, it can be concluded that Omah Batik needs a printed promotional media that presents a complete package of information.

Furthermore, in the online interview, the owner informed that Omah Batik has also experienced selling its products to Malaysia. The owner also explained that before the Covid-19 pandemic, Omah Batik had participated in several exhibitions in Lumajang. In the events, the owner introduced the products to the visitors and had a great chance to promote the products. In this case, the owner stated that a printed promotional media is very important to present detailed information for the visitors. From this online interview, it can be inferred that Omah Batik has started to reach an international market and it is possible that foreign visitors come to visit Omah Batik gallery. Therefore, promotional media in the form of a bilingual version

is highly needed to facilitate Omah Batik visitors in the onsite exhibitions as well as in the gallery.

After conducting the interviews, the writer got a recommendation from the owner to make a booklet as an additional promotional media of Omah Batik. According to Gemilang (2016), booklet is a printed media in the form of a book that provides some information to be conveyed by the maker. The booklet will contain detailed information and is supported by attractive images to make it easier for readers to understand the contents of the booklet. The writer made a booklet in a bilingual version, Indonesian and English. This is intended for local and foreign customers to easily understand the contents of the booklet. The writer also provided the booklet in the form of a printed booklet and an e-booklet as well. The printed booklet can be used when Omah Batik participates in onsite exhibitions, in Omah Batik gallery, and for foreigners who visit Omah Batik gallery. Meanwhile, the e-booklet can be uploaded on Omah Batik's social media to enrich their online promotion so that Omah Batik may reach more local and international customers.

1.2 Objective

The objective of the final project is to provide information about Omah Batik and help promoting its products through a booklet as a promotional media of Omah Batik Lumajang.

1.3 Significances

Based on the objective above, the significances of the report and the product of this final project are expected to be useful for some parties:

1.3.1 The Writer

This final project is giving an opportunity to the writer to apply her skills who has been learned in English Study Program especially in writing and translation. It also can be a means for the writer to develop her knowledge on language components such as grammar and vocabulary in arranging the final project.

1.3.2 The Owner of Omah Batik Lumajang

The booklet can be used as additional promotional media that are useful to assist the owner in promoting and introducing the products to local and foreign customers.

1.3.3 The Customers

The product of this final project can help both local and foreign customers to know the detail information about Omah Batik Lumajang home industry as well as its product.

1.3.4 The students of English Study Program

Both the product and the report of this final project are expected to become references for the students of English study program that plan to conduct the similar final project.