

## CHAPTER 1. INTRODUCTION

### 1.1 Background

Indonesia has a diverse cultural heritage. One of the most well-known cultural heritages in Indonesia is batik. Batik is particularly important to the Indonesian people, and it is recognized as the country's national attire. Batik was officially recognized as Indonesian identity and culture by the United Nations Educational Scientific and Cultural Organization (UNESCO) on October 2, 2009. That date has also been designated as National Batik Day. Sari et al., (2019) stated that batik is defined as a central symbol in a number of ceremonies, including weddings and traditional dances. Because batik was once a hereditary custom, it is nowadays recognized as a cultural asset as well as a symbol of national identity.

Almost every region in Indonesia produces batik. One of them can be found in Pasuruan, East Java. In this city, batik craft is being a superior product which the prospect is very good to be developed in the future. Pasuruan batik has been patented and developed at the batik production center (Nurhayati & Khodijah, 2019). One of the centers of batik production in Pasuruan is Inayah Batik Home Industry. This home industry produces batik typical of Pasuruan with various motifs. The original motifs are “*daun sirih*” and “*burung kepodang*”

To get more information about the batik originally from Pasuruan, the interview with the owner of Inayah Batik Home Industry was conducted in September 2021. This home industry is located on Jl. Pattimura Bugulkidul, Pasuruan. It has been established in 2016. The products sold at Inayah Batik is quite diverse, such as batik cloths, bags, and shoes. For promotion media, the owner said that Inayah Batik has promotion media in the form of social media. The social media that are used to promote the products such as Instagram (@inayahbatiktulis), WhatsApp, YouTube (isti inayah batik), and several marketplaces such as Tokopedia (Batik Tulis Inayah) and Shopee (inayahgalery).

On Instagram, Inayah Batik Home Industry has been actively used in 2020 and until now has 127 followers. The owner uploaded several batik fabrics that were produced, both in the form of cloth and finished goods such as clothes,

shoes, and bags. In addition, the owner also uploads how to order and product maintenance on it. Testimonials obtained from customers are also the content of this Instagram. Generally, Inayah Batik's customers come from within Pasuruan and most of them order batik cloth for official uniforms. The existence of Instagram as a promotion media also helps owners in marketing their products.

Meanwhile, the promotion media through WhatsApp is used as an order number for prospective customers of batik cloth. There is no catalog that describes the business on it. While on YouTube, the owner only uploads one video containing a collection of photos of Inayah Batik used for various events, such as Cak & Ning Kota Pasuruan to batik exhibitions throughout East Java. The customer also gives the testimonials, so the owner put it also in YouTube. While on the marketplace, both Tokopedia and Shopee are not active. It is proven by the absence of the latest uploads and the description of the inactive seller.

Based on information about the various Inayah Batik products and existing promotion media, the owner required that these products need to be promoted in completed version, not only in the form of social media. It is because she wants to increase the sales amount. The owner also admits that she often participates in batik exhibitions which include local officials and foreign tourists. Moreover, Inayah Batik is a member of an in-town craftsmen organization that sells abroad. This makes Inayah Batik want to target the international market with batik. To support that, the owner needs printed promotional media in the form of English to help her in promoting the products to be traded overseas and go international.

From the explanation above, it can be concluded that Inayah Batik Home Industry requires promotion media in the form of the booklet. The writer decided to make a booklet as a promotion media of Inayah Batik Home Industry to provide updated information about Inayah Batik and attract customers' interest by writer it in two languages. While in the digital era, information is easier to obtain if there is electronic booklet to promote a business. Therefore, electronic booklet is also given to the owner and used for Inayah Batik in reaching potential customers in faraway places by uploading it in the social media. The goal is to

help Inayah Batik Home Industry in promoting its products not only to the domestic community but also to overseas communities.

### **1.2 Objective**

The objective of this final project is to make a booklet as promotion media of Inayah Batik Home Industry Pasuruan that provides complete information to attract customers' interest and increase the number of the customer.

### **1.3 Significances**

Based on the final project objective above, hopefully, it can be useful for the following parties:

a. For the writer

The writer improved her skills in writing descriptive and persuasive in writing the scripts as well as improving her skill in translation, and vocabulary in making this product.

b. For the owner of Inayah Batik Home Industry

The result of this final product helped Inayah Batik Home Industry to promote its products to the customers and reach wider customers.

c. For the customers

The customers get information about Inayah Batik Home Industry from the booklet.

d. For students of the English Study Program

The report and the product of this final project can be used as a reference for students of the English Study Program who will make a final project with a similar topic to this final project.