

CHAPTER 1.INTRODUCTION

1.1 Background

Indonesia is a rich country known for its diverse culture and arts. Every region in Indonesia has its own unique art and culture, such as *angklung*, shadow puppet, batik, *gamelan*, etc. One of Indonesia's cultural heritages is batik. Batik is an Indonesian culture in the form of a blend of art and technology by our ancestors (Handayani, 2020). Batik was also recognized as Indonesian identity and culture by the United Nations Educational Scientific and Cultural Organization (UNESCO) on October 2, 2009. Batik in Indonesia can develop to an incomparable level both in motif and process. Each batik has a pattern used as a framework batik. The framework is a combination of lines, shapes, and "*isen*" or decorations to fill the background so that it becomes a single unit that embodies batik as a whole, it is called a motif. Batik motifs are often tied to hereditary traditions, therefore batik motifs have their own characteristics (Siregar et al., 2020). In Indonesia, almost every region has batik with its own characteristics.

Madiun is one of the areas in Indonesia that produces batik with its own characteristics and patterns. Historically, batik spread in Madiun after the Diponegoro War in 1825 to 1830. Because of its spread, Madiun has many batik motifs. One of the motifs that become an icon in Madiun is the Ylang flower or *Kenanga* flower. The reason for making ylang or *kenanga* as an icon was because of the philosophical motif that comes from Kenongorejo village, Pilangkenceng sub-district, Madiun Regency. Kenangreja Batik reached its peak in 1960. This industry increased its production at that time and was able to produce 6000 to 7000 pieces of batik per month (Hamdiyah et al., 2010) .

In its business, Kenangreja batik had experienced a very drastic decline in production, which was only 100 to 300 pieces per month. This was due to the decline in batik enthusiasts, eventually losing out to fashion trends and foreign brand (Hamdiyah et al., 2010). One of the efforts to maintain the existence of Kenangreja batik, Madiun regency government required to wear batik for

uniforms at work and school from elementary school to high school students and teachers. The roles are written in a copy of Madiun Regent Regulation Number 20 of 2016 concerning Official Clothing in the Regional Government. To make this effort a success, the government cooperated with Micro, Small, Medium Industries (MSMEs) or UMKM in Madiun. One of them is UD Barokah which is located in Kenongorejo village, Pilangkenceng District, Madiun Regency.

UD Barokah is the oldest UMKM in Pilangkenceng that engage in the production and marketing of Kenangareja batik in Pilangkenceng particularly located in Sidoluhur Street No. 320 Kenongorejo Village, Pilangkenceng Sub-district, Madiun Regency. It was built by Mr. Soebiyono in 1991. The writer did a preliminary study to get more information about Batik Kenangareja. Based on the interview, the owner said that during the pandemic there was a decline in sales of Kenangareja batik, so the owner temporarily stopped the production process of making batik. Along with the cessation of production, promotional activities carried out by UD Barokah through social media such as Instagram and Facebook have also stopped. It stopped updating since June 2019 due to less of followers and a lack of content existence. During those conditions, this small industry struggled to operate every day from 07.00 AM until 07.00 PM and post its products via WhatsApp stories. In that way, the owner sold the products.

From the explanation above the writer concluded that the owner had taken some ways to increase his sales, through outlets that operate everyday from 07.00 AM until 07.00 PM and the WhatsApp story. Unfortunately, the outlets and social media did not support the increase in sales. Even though the outlet opened every day but the visitors seemed reluctant to come. There were only few visitors in a month. Whereas the WhatsApp story also did not help much to increase the sales because there was no additional contact number added from the potential customers. The owner thought it should be something to do to overcome the problem. So in this case, the writer offered to make additional promotional media for this course in the form of a printed and electronic booklet. By having a booklet the owner can bring the booklet wherever he goes such as events, seminars, and exhibition. This would give the owner a big chance to promote his product

directly to the target customers wherever he can be met. Besides, the booklet can be put in the outlet so the visitors can get complete information by reading the booklet. The content of the booklet can be shared in the social media, so that the customers can read and be interested in the products offered. It can also be used to update contents through social media. Fortunately, the owner agreed with the writer's idea and he supported it.

According to Roza (2012) as cited in Ramadhani (2021), booklet can be used as an alternative medium to convey information effectively, efficiently, and in a more attractive appearance following the current development of information media. The form is simple and contains important information and material along with the number of colors and images displayed. The booklet has a small form that supports it that is easy to carry everywhere.

Based on the explanation above, the writer decided to make a promotional media in the form of a booklet for Batik Kenangareja in UD Barokah Madiun as a media to promote their products. This booklet is written in two languages (bilingual), namely English for foreign customers and Indonesian for domestic customers. So the making of this booklet can be a booster for Kenangareja batik sales so that Kenangareja batik as an icon of Madiun can exist in the community.

1.2 Objective

The objective of this final project is to make a booklet as a promotional media for UD Barokah in bilingual versions (Indonesian and English) and attract the customer to buy the products so it can be a booster for Kenangareja batik sales.

1.3 Significances

Based on the background and objectives above, the benefits of this Final Project are determined, namely:

a. For The Writer

This final project have helped the writer to improve her skills such as, writing skills, translation skills, and computer skills. The writer can apply her writing skill when making a script and implement her translation skill in translating

scripts from Indonesian to English. The writer was also able to apply her computer skill when editing a booklet design.

b. For the Owner

This booklet can be used to provide complete information about Kenangareja batik so it can get people interested to buy the product.

c. For the Readers

Both foreign and domestic tourists can get information from the booklet about products in UD Barokah.

d. For Student of English Study Program

The report and product from this Final Project can be used as references for student of English Study Program State Politechnic of Jember who want to conduct similar final project, especially in making a booklet as a promotional media.