

CHAPTER 1. INTRODUCTION

1.1 Background

Batik is one of the cultural heritages from Indonesia that has been recognized by UNESCO as an intangible cultural heritage of humanity in 2009 (Kina, 2013). According to Lestari (2012), batik is a fabric or clothing made using the wax-resist dyeing technique, which means fabric dyeing technique by using wax material to preserve and resist the dye. According to Kina (2013), people make batik with motifs taken from their cultures and the surrounding environment, such as flora and fauna. Likewise with batik from Jember, East Java, they make batik motifs inspired by a tobacco leaf named Batik Labako.

Batik Labako is taken from Madurese “La Bako”. Wulandari *et al.* (2017) said that it describes the activities of farmers when planting and processing tobacco leaves. Tobacco is an inspiration motif in Batik Labako because it is the best commodity in Jember. This city produces kinds of Voor Oogst and Na Oogst tobacco, which is suitable for a cigarette. That reason makes Jember one of the largest and high-quality tobacco-producing cities well-known in the national market and in several European countries (Dinas Kominfo Provinsi Jawa Timur, 2017).

One of the locations that produced this Batik Labako is Sumberjambe Sub-District, Sumberpakem Village, Jember, East Java. There is a batik industry that has produced Batik Labako since 2000 named Batik Tulis Labako UD. Bintang Timur. UD is an abbreviation for *Usaha Dagang* (sole proprietorship). The batik motifs used by the batik industry are inspired from the neighborhood and the natural resources of Jember like tobacco, coffee, cocoa, durian, rice, mangosteen, and butterfly. Because the batik industry raised those natural resources as an identity from Jember, several local media, such as Lokal Karya.com, BeritaSatu, tadatodaytv were interested in making articles and videos about it on their website and YouTube channels.

Based on the information above, the writer was interested to know more about

Batik Tulis Labako UD. Bintang Timur. The writer conducted a preliminary study to get information related to this batik industry. The writer found that UD. Bintang Timur, one of Batik Labako's central in Jember located in a batik village where almost 40% of the residents are batik craftsmen. Their ability to make Batik Labako was inherited by their ancestors. The products did not only sell in Jember, but also in Malang, Surabaya, Bandung, and Jakarta. Besides that, foreign customers also bought the products by directly coming to the gallery and in the events that the batik industry participated in. This batik industry has participated in various batik exhibitions and cultural festivals, such as Jember Fashion Carnival (JFC), Batik Tulis Exhibition, and National Batik Event. Those events were utilized to introduce and promote Batik Labako.

However, due to the restrictions on public activities during the Covid-19 pandemic, the sales of this batik industry decreased by 50%. This condition made the owner try to find a way to increase the sales again. So far, the owner has promoted the products by using the power of word of mouth technique. It means he promoted the products by giving information related to the products and batik industry to the customers who came to the gallery. It hoped that those customers could promote the products by spreading the information to others. Because he felt that word of mouth was did not effectively increase sales and could not reach a broad people, he also used social media such as WhatsApp and Instagram (@batik_labako) for promotional and marketing media. The owner promoted the products on social media by using feed and story features that contain information about the pictures, prices, kinds of fabric, and motifs of Batik Labako. Unfortunately, the social media that currently used was not working. It was because the owner was not actively updating the promotional content of his products. On the other hand, the followers on Instagram did not increase significantly. Seeing those facts, the owner expected to have promotional media that can help his business back to normal. It also should be easy to be carried anywhere and can be spread to the potential customers at their gallery and events. The expected promotional media can describe his business briefly but show the products in detail and easily understood by potential customers. Considering those

facts, the writer suggested the owner to make a booklet as promotional media and the owner agreed.

According to Satmoko and Astuti (2006), a booklet is a media that can spread information quickly, is easy to carry, and is accessible to everyone, anytime, and anywhere. Booklet gives benefit when the owner attends the events and also can be a media that can help provide complete and detailed information related to the business and products to potential customers who come to the gallery. The booklet is available in Indonesian and English. It is hoped that the booklet can help to promote the products and increase the sales both for local and international markets.

1.2 Objective

The objective of this final project is to make a booklet as promotional media of Batik Tulis Labako UD. Bintang Timur and help the owner to promote the product.

1.3 Significances

Based on the objective, the report and product of the final project could give advantages to the following parties:

1.3.1 For the Writer

The writer can improve her writing and translation skills while making the script for the booklet significantly. She also practices her computer skills in designing the booklet.

1.3.2 For Batik Tulis Labako UD. Bintang Timur

The product of this final project can help Batik Tulis Labako UD. Bintang Timur to promote its products.

1.3.3 For Student English Study Program

This product can be a reference for the students of the English Study Program who want to make a similar final project, especially in making a booklet as a promotional media.

1.3.4 For Customers

The booklet can help local and international customers to get information related to Batik Tulis Labako UD. Bintang Timur by providing the content in Indonesian and English.