

## CHAPTER 1. INTRODUCTION

### 1.1 Background

Batik is traditional clothing with a unique pattern made from wax. It is one of Indonesia most famous local attractions. Batik in Indonesia has been recognized since the era of the Majapahit Kingdom. From the beginning, batik patterns inspired by Indonesia natural wealth, Indonesian people's life, and Indonesia history. Therefore, batik became the property of Indonesian, in the end of the eighteenth century and the beginning of the nineteenth century. Thus, batik consistently appears in the critical event of the Indonesian. Then, batik recognizes by international because of the batik values as a cultural heritage that describes Indonesian. According to Syuhad (2012), batik is the symbol of a political identity brand recognized by the United Nations Educational, Scientific, and Cultural Organization (UNESCO) in 2003. In addition, based on Marganus (2021), batik is famous internationally because the design and the quality better than the other countries batik. Thus, the batik industry in Indonesia has grown rapidly, accompanied by the increasing number of batik-producing regions in Indonesia

One of the batik-producing cities in Indonesia is Jember. Because of that, Jember has many places that run batik industry. Jember batik is well known for its tobacco pattern (Wibowo and Satria, 2015). Batik Rubung Kuning is a batik industry from Jember that was established in 2018. During these three years, Rubung Kuning has been making batik innovation without leaving tobacco pattern as a typical batik from Jember. It produces several batik patterns, such as batik *loa* inspired by the owner's place of birth. Batik tobacco, inspired by Jember as tobacco-producing city. Then batik tobacco combination, inspired by Jember as tobacco and edamame-producing city. Next, batik cocoa, inspired by Jember as cocoa-producing city. In addition, there is batik custom where the customer can request or makes a pattern by themselves. According to the owner, batik innovation is essential so that batik can develop and survive even in this pandemic era.

The writer did the preliminary study to get more information about Batik Rubung Kuning. Based on the result of the preliminary study, it is known that the

owner wants to set an international market as a target by looking at foreign tourists that come to Jember, especially in the Jember Fashion Carnival (JFC). Although, Batik Rubung Kuning customers only comes from local customers.

Furthermore, the owner admits that she has several problems regarding promotional content. First, she has difficulty making interesting promotional photos and videos. It is because she unfamiliar with editing application. Hence, she rarely uploads promotional content. To promote her products, the owner of Batik Rubung Kuning uses an Instagram account (@rubungkuninggallery18). It can acknowledge that by the time the writer checked, the latest update information of Instagram is on 10<sup>th</sup> August. Second, she feels that all the contents she uploaded did not cover all of the information about Rubung Kuning's products. Third, she needs to promote her product in Bahasa Indonesia and English to reach local and foreign customers.

Based on the problems above, Batik Rubung Kuning needs other promotional media that contain complete information using the language that will be understood by local customers and foreign customers. Moreover, Batik Rubung Kuning needs promotional media to support its products when participating in fashion event, such as JFC. Hence, the writer recommends the owner use a bilingual booklet as promotion media and the owner agreed with the writer's recommendation.

Therefore, the writer proposed to make a booklet as promotional media of Batik Rubung Kuning. The bilingual booklet is written in English and Bahasa Indonesia so that all customers, even foreign customers, will understand the booklet content. The bilingual booklet contains complete information about all Batik Rubung Kuning products. However, the writer make a bilingual booklet in printed and electronic form to promote Batik Rubung Kuning products in the offline and online market.

## 1.2 Objective

The objective of this final project is to make a promotional booklet of Batik Rubung Kuning Jember to promote the products, so it will attract more customers to buy batik.

### **1.3 Significances**

Based on the objective above, the product will be useful for the following parties:

#### **1.3.1 The Writer**

The writer can enhance her skills in writing, reading, translation, and computer ability by making this product

#### **1.3.2 Batik Rubung Kuning**

The owner of Batik Rubung Kuning uses the product as promotional media to attract both local and foreign customers.

#### **1.3.3 The Customers**

The customers will understand more about the products of Batik Rubung Kuning.

#### **1.3.4 The Students of English Study Program**

The report and product can be used as a reference to make a final project by the Students of English Study Program especially the one who made with a similar concept.