

CHAPTER 1. INTRODUCTION

1.1 Background

Batik is the Indonesia's cultural heritage that has been used as a political identity for Indonesia in 2003 by UNESCO (Setiawan and Prajna, 2013 in Hakim, 2018). Batik has high artistic values, philosophical meanings, and meaningful symbols that are reflected from the motifs. The batik motifs represent the creators' way of thinking (Sara et al., 2019). Batik began to be known and ogled by the world because of its good motifs and its special characteristics. The development of technology and art in this modern era has had a major influence on the development of batik motifs. Therefore, batik has been made with various motifs that are adapted to the characteristics of the regions in Indonesia.

Probolinggo, one of the regencies in East Java, has its own batik motifs. In the development, various Probolinggo batik motifs have emerged. These motifs give rise to the typical icon of Probolinggo and will not be found in any batik outside Probolinggo. One of the potential batik home industry in Probolinggo is El Bahirah Batik, it has a good quality batik with affordable price. This home industry usually produces written batik and stamped batik with its motifs and custom motifs as well. The location of this home industry is in Pegalangan Kidul, Maron, Probolinggo.

To get more information about El Bahirah Batik, the writer has been conducted a preliminary study in February 2022. Based on the information the writer got through the interview, El Bahirah Batik has exported its batik products to Germany and the owner also has plans to promote the products to other countries especially in Asia to increase the sales. To support the sales, El Bahirah Batik has several promotional media. It is currently using Instagram account (@el_bahirah) and it is still frequently updated until now. Another social media used is Whatsapp. It is used as a promotional media as well as a means of communication with customers. However, the existing promotional media have only displayed pieces of information separately. Therefore, the owner had a desire to create additional promotional media that can provide the pieces of information

about her batik business in a package. Considering that El Bahirah Batik has experience exporting its products abroad and plans to sell their products in other countries especially in Asia, the writer have proposed to make a booklet in bilingual version, English-*bahasa Indonesia*. Booklet is very useful for developing a business such as increasing new customers who are interested to buy the products (Jayadi & Nadapdap, 2016) .

In addition to the printed promotional media, the writer also provided booklet in the form of softfile or eletronic booklet. The e-booklet is used to promote their products by uploading the e-booklet on its social media and showing the e-booklet at various events such as exhibitions, seminar, etc. The e-booklet helped the home industry to boost its promotion and attract new customers both domestic or foreign.

1.2 Objective

The objective of this final project is to provide detailed information about El Bahirah Batik in the form of a booklet. The booklet can be used to help to boost the promoting the products.

1.3 Significances

Based on the objective above, the significances of making this booklet as promotional media are :

1.3.1 The Writer

This project can help the writer to apply her English skills in writing. This project can also apply the writer's ability in translation because the content will be available in two languages; *bahasa Indonesia* and English.

1.3.2 The Owner of El Bahirah Batik Maron Probolinggo

The product of this final project can be the promotional media to get people interested to buy the products.

1.3.3 The Customers

The booklet can help the customers to get information about El Bahirah Batik.

1.3.4 The Students of English Study Program

The report and product of this final project can be used as references for students of English Study Program Politeknik Negeri Jember who want to conduct a similar final project, especially in making a booklet as a promotional medium.