

CHAPTER 1. INTRODUCTION

1.1 Background

In the current era of globalization, the world of information technology is growing rapidly. The development of information technology is marked by the number of people who access the internet to get the information they need. It has a positive impact and becomes a great opportunity for internet users to disseminate information or products through the accessible internet. One of the roles of information technology in the industrial world is to promote and market the product produced to increase sales. According to Indrianto et al. (2016), the era of globalization has advanced communication technology to create new opportunities in formulating creative promotion strategies and planning effective promotional programs to produce something significant.

Most companies and home industries take advantage of the sophistication of information technology in promoting products or services to obtain broad business opportunities. However, there are still home industries that have not optimized the use of information technology in promoting their business activities, one of which is the home industry of Sekar Waru Batik. Sekar Waru Batik has promoted its batik products through social media WhatsApp story, Facebook (Sekar Waru Batik) and Instagram (@sekarwarubatik319). However, promotions that are carried out are less effective because only seen by their followers, and the information provided is limited regarding the type, material, and size of batik cloth. The large number of batik home industry sectors in each region, with distinctive motifs and different characteristics, certainly makes batik entrepreneurs more extra in branding their batik products.

Sekar Waru Batik is located in Mayang district produced batik in 2018 managed by local residents. Batik motifs designed on cloth are the result of unique and superior natural resources in Jember. The prominent motifs offered to customers are tobacco, coffee, cocoa, and *pasadeng*. Sekar Waru Batik also produces special batik, namely Nusantara Batik (a combination of Sekar Waru Batik motifs and batik motifs from certain regions according to customer needs).

And the last is Character Batik, whose motifs are inspired by various animations. Sekar Waru Batik home industry not only produces batik cloth but also some product fashion such as batik sarong, clothes, and *ublang* or traditional cap typical Jember. Sekar Waru Batik, in the manufacturing process, uses two techniques, written batik and stamped batik.

Based on the interview done as a preliminary study with the owner, Sekar Waru Batik is still productive in producing and promoting its batik products. To expand the reach of product promotion and marketing, the owner needed promotional media that can include a lot of information so that the owner can introduce the product to internet users to find out more details about Sekar Waru Batik.

Promotional media through the internet are present to complement the wishes of Sekar Waru Batik Owner and continue to be developed so that they can market products produced by home industry. Websites, e-commerce, and social media are commonly used internet promotion media. Website is one of the information technology development that is often used to disseminate and obtain information which is usually displayed in the form of a site with supporting displays such as image, sound, video, and writing (Yuhefizar, 2008). The more effectively the website is managed, the more people know about the product. The use of a website in promoting the product is considered very effective and efficient from an economic point of view in terms of promotion cost when compared to other promotional media such as printed media (magazines and brochures) or electronic media such as broadcasting, radio, and television.

The writer was use the website as a form of optimizing information technology to promote Sekar Waru Batik. The use of a bilingual website is expected to help visitors get information from the two languages that have been provided. A bilingual website included complete information about Sekar Waru Batik, products such as batik cloth and clothes, the batik-making process, and contact information to help further promote the home industry. The website was also linked to WhatsApp and other social media for people interested in purchasing the product. The website displayed on the Instagram bio, Facebook, or other social media to reach more customers and be used by the owner to promote at

exhibitions or fashion events she attends. This bilingual website can support the sales expansion and give more information to all potential customers about Sekar Waru Batik.

1.2 Objective

The writer's project objective is to make a bilingual website to promote Sekar Waru Batik Mayang Jember.

1.3 Significances

Based on the purpose above, the significant reports and products from the final project provide benefits for the following parties.

a. For The Writer

The writer can apply her writing and computer operating skills by making a bilingual website. So the writer can enhance creativity in writing, designing graphics, and public relation skill.

b. For Sekar Waru Batik

The website helps to promote Sekar Waru Batik, attract potential customers, and maintain retention. The website is accessible to all internet users. Hopefully, the website can brand Sekar Waru Batik and complete digital marketing, and the owner can increase her product sales.

c. For Customers

A bilingual website can help the customers to get the desired information in terms of a brief history of Sekar Waru Batik, products collection of Sekar Waru Batik, manufacturing process, product price, awards, and information about the contact person, social media, and location.

d. For Students of English Study Program

This final project can be used as reference material for the final project of the English Study Program to improve and assist students in sustainability and renewal related to promotional media.