

## CHAPTER 1. INTRODUCTION

### 1.1 Background

Indonesia has various kinds of cultural heritages that are still preserved to this day. Each region in Indonesia has its own cultural diversity, for example: dance, music, and fine arts. One of cultural diversities from different regions in Indonesia is batik. As one of fine arts, batik is classified as intangible cultural heritage. According to UNESCO Indonesian batik was added to UNESCO's intangible cultural heritage of humanity list in 2009, and has been internationally recognized as a historical fabric of human civilization.

As Indonesian fine arts, batik has many motifs. The motifs on batik tell the life that exists in the world. There are various kinds of batik motifs for example; animal motifs, plant motifs, cloud motifs, and others. According to Trixie (2020) The motifs on batik fabrics are born based on the beliefs of the people where the fabric motifs originate. Batik is growing rapidly in Indonesia, especially on the island of Java. The island of Java is a very big-huge center for batik making, one of which is in the city of East Java province, namely Jember. Jember has a very stellar batik motif, namely *Batik Tembakau* (Tobacco motif batik). Not only that, there are still many batik motifs in the city of Jember, such as cocoa, coffee, bamboo and bird motifs.

Jember also has many batik industrial centers, one of which is Lazarus Batik. The batiks produced by Lazarus Batik are hand written batik, stamped batik, and printed batik. While the batik motifs are always varied, ranging from traditional batik motifs to modern batik motifs which have their own characteristics. The writer chose Lazarus Batik because this company is unique. The uniqueness of Lazarus Batik is that the motifs produced by Lazarus Batik always vary and follow fashion trends. Not only that, the motifs produced are also limited edition.

In 2020, based on an interview with the owner of Lazarus Batik, the writer got information that sales of Lazarus batik have decreased by 30 percent effect from

pandemic COVID – 19 . Actually Lazarus Batik already has promotional media through social media such as Facebook, Instagram, Tiktok and Youtube. A Facebook account owned by Lazarus Batik named Lazarus Batik. The name of the Instagram account is @lazarusbatik\_official. The TikTok account is called Lazarus Batik. For the Youtube account owned by Lazarus Batik. However, from those promotional media, the owner of Lazarus Batik only posted pictures of the products it produces. Lazarus Batik did not write any description of the motifs and the selling price. This insufficient information about the product made people less interested to buy it.

The owner of Lazarus Batik further informed the writer that he wanted to have a different promotional media to increase sales of their products. Since Jember has an annual event of (Jember Fashion Carnival) JFC which was visited by international tourists, the owner hope that these products will also be bought by not only domestic but also international visitors. Therefore, the owner of Lazarus Batik asked the writer for a bilingual booklet as a new promotional media. The owner of Lazarus Batik believed that the booklet was very effective for promotional media so that customers can get complete information about the batik produced by Lazarus Batik.

## **1.2 Objective**

The objective of this final project was to make a promotional booklet of Lazarus Batik.

## **1.3 Significances**

From the above explanation, the significance of making a promotional booklet are :

### **1.3.1 The Writer**

Making this final project can have a good impact on writers in improving skills and developing ability. In this final project, the writer can apply writing skills in making a final project proposal. The writer also can apply vocabulary, translation and grammar skills in making booklets. Because this booklet is bilingual, namely

Indonesian and English, so the writer can develop the skill and ability. Not only that, the writer also gained new knowledge about batik.

#### 1.3.2 The Owner of Lazarus Batik

In this final project, the owner of Lazarus Batik gets benefits in the field of promotion in a new way.

#### 1.3.3 The Customers

With this final project, it can assist both domestic and international customers to know the detailed products of Lazarus Batik. Customers can also find out more information about batik lazarus.

#### 1.3.4 The Students of English Departement

For the students of english departement, this final project is useful as a reference when working on a final project with the same theme.