

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is a country that has various cultural heritages, starting from Sabang to Merauke. One of the most popular cultural heritages from Indonesia is batik. Batik has officially recognized as the identity and culture of Indonesia by United Nation Educational Scientific and Cultural Organization (UNESCO) on October 2nd, 2009 (Intangible Cultural Heritage of UNESCO, 2009). According to Sularso *et al* (2009) in Iskandar and Kustiyah (2017), batik is a fabric with patterns made from wax applied on the fabric in order to keep the dye from coloring the pattern. In other words, batik can be called as wax-resist dyeing.

As it is known, each region has their numerous motifs of batik. The creation of batik motifs cannot be separated from the role of local government that seeks to create batik motifs according to regional identity. Batik product has been widely produced across the nation. Many regions in Indonesia produce their own batik product, for example Kawung Batik Central Java, Priyangan Batik Tasik Malaya, Gentongan Batik Madura, Tobacco Batik from Jember and others. Nurainun *et al* (2008) stated that every region in Indonesia has specific motifs as the characteristic. It represented regional identity based on the concept of creation and meaning of batik itself, viewed based on motif, technique, color and composition. (Trixie, Alicia Amaris. 2018). Thus, it is very common to find that each regency may have their own batik characteristics for batik including Banyuwangi, one of regencies in East Java.

Banyuwangi City is elevated with batik products and is well-known for its many different motifs. The products are manufactured in many home industries and one of them is Batik Suruh Temurose which has own characteristics and uniqueness. It has the characteristic that distinguish it from the other types of batik. It tends to have a contrasting color and the color combination typically describes the diversity of

life and natural environment. It is mostly related to the character of the religious community of Banyuwangi (Qiram *et al.* 2018).

Qiram et al (2018) also stated that batik Banyuwangi has been receiving the support from Banyuwangi government. Seeing that locals are highly interested in batik industry, Banyuwangi government initiates batik trainings, starting from the innovation, techniques to improve the quality and quantity, to utilization of natural material. Furthermore, the government also conducts a competition of designing batik Banyuwangi. Although they receive continuous and positive supports from the government, most of batik industry in Banyuwangi are still lack of promotional media to promote it to public. One of batik industries in Banyuwangi is Batik Suruh Temurose (Mukaffi et al, 2019).

The writer conducted a preliminary study to gain detailed information about Batik Suruh Temurose. The products of this company are batik fabric, 'udeng', a traditional hat from Java and Bali), shawl, and clothes. The company only uses social media as a promotional media such as Instagram (@batiksuruhtemurose) and Facebook (Batik Suruh Temurose). The Instagram account of this company has two thousand followers and the Facebook account has five hundred followers. Both social media only post images of the batik motifs and do not give specific information about the profile and product of Batik Suruh Temurose to the customer, so the customer does not get clear information about this company and product description. The owner of Batik Suruh Temurose wants to have another form of promotional media which can compile all information about the products into one. This promotional media is used when Batik Suruh Temurose joining an exhibiton. Based on this problem, the writer offered the owner to create a booklet for their company because it is resourceful and handy. The customers can get detailed information about Batik Suruh Temurose and the products in the booklet. The content of booklet will full of pictures and texts which will be related to the picture of batik products, price, and the gallery. The owner agreed about the booklet because by using booklet, the readers will get more detail information about Batik Suruh Temurose. According to

Permatasari (2004) in Gemilang and Christiana (2016), booklet is a printed media of communications that contains promotions, suggestions, and prohibitions to public. Jayadi and Nadapdap (2016) stated that the use of booklet as an informative and promotional media in a company can increase the interest level of the customer. This happens because booklet can ease a company to distribute the detailed information related to their products and services. Thus, the writer decided to make a booklet as a promotional media of Batik Suruh Temurose. This booklet also can be used to attract the local and international customers as there are also international tourists who visit Batik Suruh Temurose. This booklet will be provided in two languages, English for foreign customers and Bahasa Indonesia for local customers.

1.2 Objectives

The objective of this final project is to make a promotional booklet of Batik Suruh Temurose to help the local and foreign customers get the information about Batik Suruh Temurose and to promote Batik Suruh Temurose products.

1.3 Significance

Based on the objective above, the product of this final project has some significances:

1.3.1 For the writer

This final project can apply and improve the writer computer skills by making the product in editing the booklet, the writer English skills in writing by writing the content of the final project and draft of the booklet and bilingualism by translating the script from Indonesia to English.

1.3.2 For Batik Suruh Temurose

The product of this final is supposed to help the company to give detailed information and promote the products of Batik Suruh Temurose.

1.3.3 For the prospective customers

The product of this final project can provide the customers with the detailed information about each product that Batik Suruh Temurose has. Besides, it can increase the interest of the customers to buy the batik products.

1.3.4 For Student of English Study Program

The report of final project can be a reference for students of English Study Program who are going to conduct similar project.