

CHAPTER 1. INTRODUCTION

1.1 Background

Batik is an Indonesia origin culture which has a variety of motifs. The variety of batik motifs are influenced by several reasons. In this regard, Moerniwati (2020) stated that the ornamental variety found in batik is generally closely related to several factors, including geographical location, customs, and natural circumstances. Besides, each motif of batik in each region has different philosophical meaning. As an example, batik *Parang* from Solo has the meaning of never give up. Furthermore, based on its geographical location, one example is batik Pesisir which has a pattern in the form of coral reefs. The other example based on natural circumstances is *Merak Lung-lungan* motif. Lung-lungan in the motif became a symbol of soil fertility which represented a close relationship and a good bond between the leader and the led. For this reason, batik in Indonesia is diverse and each region has its uniqueness.

Jember is an example of a city that has a distinctive batik motif due to its geographical location. The existence of Jember geographically has a very strategic position with various potential natural resources, one of which is tobacco that became the tobacco batik motif. The tobacco motif in Jember Batik has a high historical value because the city of Jember is one of the best tobacco-producing centers in Indonesia (Rosyidah, 2016). Besides, Jember city is also famous for its coffee and cocoa bean motifs. The coffee and cocoa motifs have aesthetic values as well as strong philosophical values as the typical batik motifs of Jember. This reason makes batik craftsmen in Jember have creative ideas and pour them into white cloth to form scratches so that they become regular patterns. Batik Rolla is one example of craftsmen in Jember who use the tobacco motif in their products.

In Jember, many batik craftsmen are actively producing batik. One of them is Gangsar Ngaidin Batik home industry. This home industry was established in early 2011 and has been produced various pattern of Jember batik motifs. There are two characteristic of batik cloth in this home industry. The first is the coloring process that uses natural colors such as cocoa, coconut husk, cocoa husk, coffee

beans, teak leaves, turmeric, and *ketepeng* leaves. The result of this coloring process will produce a gentle, natural and unique color tones. The second is they also produce batik with gradient coloring. In line with these two characteristics, this home industry has potential customers came from local and foreign, and the owner wants their product to reach wider customers. To promote their product the owner use social media and online marketplace.

To get more information, the writer conducted a preliminary study in this home industry. The writer interviewed the owner about the existing promotion media that is Instagram and Shopee online marketplace. First, the result is their Instagram (@gangsar_ngaidin) and Shopee account provide the picture of its product, testimonials and exhibition activities, but they did not put complete and clear description of the product. One of the exhibition activities that have been shared through social media is Tiban Market exhibition that held at Taman Anggrek Mall Jakarta on 24th until 29th September 2019. The owner said that there were many foreigners but the owner did not have printed promotion media which can be directly given to showcase their product. Second, the language used in this social media was in Bahasa Indonesia.

Based on the preliminary study, it was concluded that this home industry had no printed media that provided detail information, to introduce their product to the local and foreign customers when participating in some event such as exhibition. Besides, the language used in their social media is in Bahasa Indonesia that makes the foreign customer will find it difficult to understand about their product. From those reasons they required promotion media in the form of printed media such as bilingual booklet. Bilingual booklet was needed because the owner wanted to introduce their product not only to the local customer but also to the foreign customer. The printed media can be advantageous to the owner because she can bring it whenever she participates in an exhibition or fashion event and also can be put in their gallery.

Booklets as one of the promotion media are very useful to deliver information about Gangsar Ngaidin Batik Home Industry to customers because of its small size and contain complete information about the products offered. To make the

booklet reached wider customer, the writer also gave the e-booklet so that the owner can share it on social media.

1.2 Objective

The objective of this final project is to make a bilingual booklet of Bahasa Indonesia and English as a promotion media to promote and introduce Gangsar Ngaidin Batik product for local and foreign customer.

1.3 Significances

Based on the objective, the significances of the report and product of final project are:

1.3.1 For the writer

The writer implemented her writing skill and translating that has been learned in English Study Program in making this product.

1.3.2 For the owner of Gangsar Ngaidin Batik

The product of this final project was used as a promotion media to attract local and foreign customer.

1.3.3 For tourists or readers

This final project provided complete information about this home industry to both tourists and local customers.

1.3.4 For Student of English Study Program

The report and product of this final project used as a reference for students of English Study Program Politeknik Negeri Jember who want to conduct similar final project, especially in making a booklet as a promotion media.