

## CHAPTER 1. INTRODUCTION

### 1.1 Background

Batik is one of the cultural heritages that is often found in Indonesia. Not only is known nationally, but batik has also been recognized internationally. This can be seen that batik has been inscribed on the Representative List of the Intangible Cultural Heritage of Humanity by UNESCO on 2 October 2009 (Intangible Cultural Heritage UNESCO, 2009). Almost every province has various kinds of batik and also has different names. There are also many kinds of Batik from Indonesia with different names in each province. For example, Central Java traditional batik which includes batik larangan and batik parang rusak, and Cirebon batik motifs which is batik mega mendung (Gatut and Aryanto, 2010). The batik industry can attract foreign and local tourists to visit and learn about batik from various regions. Batik can affect the local community's economy, by opening up job opportunities for local people, and also supporting local tourism (Muzdalifah and Alie, 2015).

Every regions in Indonesia produce its batik products and every region has its own motifs, such as Yogyakarta with its Parang and Kawung batik motifs. It is also found in Banyuwangi region. Banyuwangi is located in East Java, it has a variety of batik with different motifs and qualities. According to Primanata *et al* (2021), the most iconic motifs from Batik in Banyuwangi is called Batik *Gajah Oling* because it is one of the oldest batik motifs in Banyuwangi. The philosophy behind this batik motif is that always remembering God will lead to the best path in life. One of home industries that produces batik in Banyuwangi is Batik Karang Segoro. Batik Karang Segoro located in Karangasem district, Banyuwangi, East Java.

The writer chooses batik home industry in Karangasem, Banyuwangi, especially Batik Karang Segoro, because Batik Karang Segoro has various types of batik such as hand-written batik and stamp batik that can attract buyers. Batik Karang Segoro has many motifs with good quality, such as batik *gedegan*, *gajah oling*, and batik *wader kesit*. Not only the company produces good quality batik

products, but the existence this Batik Karang Segoro is also very important for the education industry for learning about making batik and for an environmental community for earning money of their living by producing good quality batik.

To get more information, the writer interviewed the owner of Batik Karang Segoro. She mentioned that Batik Karang Segoro has 2 kinds of promotional media, they are Whatsapp (081913923755) and Instagram @karangsegorobatik. In the Instagram account, the contents only showed the photo of the products. There was no additional information about Batik Karang Segoro profile such as the company overview, kinds of products, price, and location. Meanwhile, the Whatsapp is the owner's number so it doesn't any information to promote the company. Therefore, Batik Karang Segoro does not have printed promotional media that is needed by the customers who visit Batik Karang Segoro. Although social media has a wide range in spreading information the social media of Batik Karang Segoro only does not provide complete information about their products so the readers only gets a lack of information about the products. So, the writer wants to offer a printed promotional media to promote Batik Karang Segoro products. The booklet must be provided with complete information related to the products such as motifs, price, and kinds of batik products. The booklet was designed to be colorful, and attractive. So, people who see it will be attracted to visit and buy the products of Batik Karang Segoro. Banyuwangi holds a batik festival every year called Banyuwangi Batik Festival, where batik craftsmen can build a booth and sell their products, including Batik Karang Segoro. Therefore, the booklet would help the exhibition of Batik Karang Segoro booth easier. The booklet also can support the Gallery Batik of Batik Karang Segoro.

Based on the explanation, it could be concluded that Batik Karang Segoro needs a booklet as a printed promotional media. The booklet was written in a bilingual version, English for foreign tourists and Bahasa Indonesia for local people.

## **1.2. Objective**

The objective of this final project is to make a booklet as a promotional media for Batik Karang Segoro to introduce their company including the batik products, the motifs, and the price to the buyers when the company is attending events.

## **1.3 Significances**

Based on the above objective, the final project provides benefits for the following parties.

### **1.3.1 For The Writer**

The final project can make the writer improve her English skills, which are writing skill and translation ability.

### **1.3.2 For Karang Segoro Batik**

This booklet has a benefit for Karang Segoro Batik for introducing and informing the products of Batik Karang Segoro. Furthermore, the company can use the booklet to give information about Batik Karang Segoro to the potential buyers when the company is attending events or exhibitions.

### **1.3.3 For the buyers**

The booklet provides a clear information about Batik Karang Segoro and their products to potential buyers, so the buyers know the information about the products that they want to buy.

### **1.3.4 For English Study Program Students**

The product can be used as a reference for other students from English Study Program who will make the same project which is Making a Booklet as promotional media