

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is located in south-east Asia which is known as archipelago because it has a lot of islands stretching from Sabang to Merauke. Therefore, Indonesia has a wealth and diversity of ethnicities, religions, regional languages, cultures, and many others. Further, Indonesia had a lot of characteristics as icon of country, one of them is batik. As an art result of the cultural value that grows and develops into a national wealth, batik awarded recognition from the United Nations through UNESCO as the world's cultural heritage (Intangible cultural Heritage) manufactured by Indonesia on October 2nd, 2009.

At first, batik was only popular from Java Island as a result of art from cultural tradition. Based on Nurhaidi (2015), batik is a famous cultural heritage from Indonesia. However, until this time people make batik as commercial commodity, therefore batik is outstanding in cities of Indonesia. Nowadays batik is also manufactured by home industry.

Many places in Indonesia has their own motifs, such as Pamiluto from Yogyakarta, Gajah Oling from Banyuwangi, Kuda Laut batik from Minangkabau, Sasirangan batik from Banjarmasin, Lasem from Palembang, Flower from Pasuruan. Each region in Indonesia has their own characteristics and patterns, for examples flower in Pasuruan as an icon of Pasuruan. In Pasuruan, there are several batik home industries, one of which is Dewi Sekar Taji Batik.

Dewi Sekartaji Batik is a batik home industry located in Wonosari village, Gondangwetan subdistrict, Pasuruan. It was established on April 2019. The owner is Mrs. Diah, Dewi Sekartaji Batik whom produced some kinds of patterns and motifs, especially flower motif. The owner ever joined some of events like a Cak Ning Pasuruan event.

The writer conducted a preliminary study to obtain further and information about Dewi Sekartaji batik. A preliminary study was done by interview with Mrs. Lilik, as sister of the owner. In interview, the owner told about the promotional media they had. Unfortunately, Dewi Sekartaji batik was just promoted by

WhatsApp, Instagram, and batik gallery. Social media which is used only present pictures, it was not working efficiently because they did not give information completely of the product to the customer like a price, company and others. She also said that Dewi Sekartaji batik needed another promotional media to give complete information to the customer. Furthermore, the writer proposed to make a website as a promotional media.

Based on a preliminary study above, the writer was going to make a website as promotional media. Abbas (2013) stated that website is a site that is accessible and viewed by internet users. The writer chose a website because as a means of information that is easy and fast to obtain. The writer used English and Indonesia language on website because it was provided for domestic and foreign users. It could give detail information to people about Dewi Sekartaji Batik. Hopefully, by this website it could help Dewi Sekartaji batik to be known by domestic and foreign users.

1.2 Objective

The objective of this final project was to make a website of Dewi Sekartaji Batik.

1.3 Significances

1.3.1 For the Writer

The writer applied and improved language skills such as writing skill to write content of the website, bilingualism to make content in Bahasa Indonesia and English.

1.3.2 For the Owner of Dewi Sekartaji Batik

This final project could provide promotional media to attract users to buy the product from Dewi Sekartaji Batik.

1.3.3 For the Readers

The product of this final project could help the readers to get complete information about Dewi Sekartaji Batik.

1.3.4 For Students of English Study Program

The result of this final project could be give a reference for students of English Study Program who will do similar final project.