

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia has many cultures. One of the Indonesian's cultural products is Batik. Batik is the art of drawing on fabric to be used as clothing. Batik does not only express the beauty visually, but also exude philosophical values and deep spiritual experiences. Since it passed down from Indonesian ancestors, therefore batik becomes one of the Indonesian cultural heritages. Based on Ministry of Foreign Affairs (2019), batik has been officially declared on October 2, 2019, by the United Nations Educational, Scientific and Cultural Organization (UNESCO) as part of Indonesian culture in the Representative List of the Intangible Cultural Heritage of Humanity. As the consequence, the recognition from UNESCO should be an important milestone for developing the existence of batik in the international arena.

East Java is one of the provinces in Indonesia that has many batik industries. The batik craftsmen in East Java mostly use their homes as a place of batik business. Many districts or cities are trying to grow the batik industry with their own characteristics. One of them is Jember Regency, East Java. Jember is famous for its superior potential for export quality tobacco leaves, therefore the tobacco leaf motif was chosen as the typical style of Jember batik.

There are many home industries of batik in Jember. One of them is BRO_J Batik. It is located in SMK Baitur Rohmah, (Private Vocational High School) Wringin Agung village, Jombang district, Jember regency. Because BRO_J Batik is in the school, therefore this batik industry is also managed by the school.

To get more information about BRO_J Batik, the writer conducted preliminary study by visiting this school and interviewing the headmaster of SMK Baitur Rohmah. The writer got information that the name of BRO_J is abbreviation of the school's name, Baitur Rohmah Jember. BRO_J batik was becoming projects by the students of Textile Craft and Batik Department. As a part of the teaching learning process in the department of Textile Craft and Batik, the students started to learn producing batik step by step. Concerning with the

batik motif, BRO_J Batik created its own motifs, for instance coffee bean, flower, bird, and tobacco. Also, BRO_J Batik specifically uses sugarcane motif to represent the culture in their area. It was because this school was surrounded by many sugarcane plantations. The people in this village have sugarcane plantation for their living, so that is why this plant is so special for the people in this village.

From the interview, the writer also obtained information about BRO_J promotional media. Actually, this school has promotional media in form of Instagram account (@yaspinbra), Facebook account (Yaspinbra Bisa), and YouTube account (Yaspinbra Wringinagung), but those did not expose BRO_J Batik specifically. Those promotional media only uploaded the activities in the school generally. So, it could be difficult for people to know more about BRO_J's products. Besides, the headmaster also informed the writer that BRO_J Batik often joined batik exhibitions conducted by Government of Jember Regency. From this situation, the headmaster wanted to have a bilingual promotional media in form of booklet which can promote BRO_J Batik products, not only local customers but also international customers.

From the fact above, the writer finally decide to make a promotional media using booklet in bilingual language. Hopefully, it will help this batik home industry to promote the products of BRO_J Batik. Booklet is a book which used to represent a company and product in details. The appearance and design must represent how the company and product looks like. According to Yudita (2013), booklet is a mass communication media that aims to convey messages that are promotions, instructions and prohibitions, in the form of print. Hopefully with this promotional booklet, domestic and foreign customers can get more information about BRO_J Batik.

1.2 Objective

The objective of this final project is to make a bilingual promotional booklet for BRO-J Batik.

1.3 Significances

This final project can bring some benefits to the following parties:

1.3.1 For The Writer of The Final Project

The writer can apply his skills in translation while transferring information in the script form Indonesian to English, writing a good paragraph, grammar to make the text more understandable, and computer skills such as editing photo and Microsoft Office which had been learned in English study program to make this booklet as final project.

1.3.2 For The Owner of BRO_J Batik

The booklet can be used to assist the owner in promoting the products to local and foreign customers.

1.3.3 For The Customers

The product of this final project can help the local and foreign customers to know the more information about BRO_J Batik's products.

1.3.4 For The Students of English Study Program

This product and the report of this final project can help other students in English Study Program who make a similar final project as a reference.