

## CHAPTER 1. INTRODUCTION

### 1.1 Background

Probolinggo Regency belongs to East Java province. Geographically, it is located South of Madura Strait, about 80 km southeast of Surabaya., with an area of 56,667 square kilometers. In addition, Overall, the soil conditions and structure of the city of Probolinggo are very fertile for different plant species. This is largely affected by adequate watering/irrigation, (Suharsono and Chandra, 2014). So, in particular, it is possible to develop rice fields for food crops and grow tropical fruits such as mangoes and Grapes.

Sanjaya and Rosadi (2018) explained that Probolinggo is one of the largest mango producers on the island of Java. Apart from the fruits of mango and grape, they have proven to be the hallmark of Probolinggo. This can be seen in its four things. First, Probolinggo is known as the city of Bayuangga. The acronym BAYUANGGA stands for BAYU meaning wind, ANG from Indonesian *Anggur* meaning grape and GA from Indonesian *Mangga* meaning mango. The concept of this acronym characterizes Probolinggo City. It then appeared on Probolinggo's mascot, Bagga. This image is of a lock of hair (in the shape of a grape leaf) on the head, standing like a gust of wind in the city of Probolinggo. It bears a typical East Java *Songkok*, which is used to characterize the people of Probolinggo city. Then there is the mango and the grapes-shaped monument that greets you at the city gates of Probolinggo. Finally, the Mangur Batik motif is known as the uniqueness of the batik motif from Probolinggo Regency.

There are a lot of batik industries in Probolinggo. Each home industry has its uniqueness and meaningful batik motifs. One of the batik producers in Probolinggo is Ma'ayu Batik Probolinggo. It was established on 24 Juni 2015.

A preliminary conducted by the writer to get deep information. This preliminary study was delivered by interviewing the owner of Ma'ayu Batik Probolinggo. He

mentioned that Ma'ayu Batik Probolinggo is a batik producer in Probolinggo that was established in 2015. This home industry sells batik products such as batik fabrics, batik shirts, batik shawl and masks. Those are made in the same technique batik making, written batik. The owner uses various typical kinds of Probolinggo batik motifs, for instance, motifs of Fauna (Butterfly, Bird, Krakatoa Bird ), Flora ( Manggur, Mango, Grapes, Leaf of Mango and Grapes), Wayang (the Wayang Character), *Bromo Gunung*, *Angin*, Animee (Japanese animee eg: one piece : zoro) and Manggur & Bromo.

The owner of Ma'ayu Batik Probolinggo informed us that customers can choose any kinds of motif they like for their cloth based on the motifs that he offers. Also, customers can choose clothes that are already in the store which will later be applied to the motif of their choice. Those are many kinds of batik production in the form of clothes simple displays at workshops, fabrics, shirts, skirts and uniforms. However, those who are interested in the display could purchase batik production available in the simple display. The specialty of Ma'ayu Batik Probolinggo which other batik craftsmen in Probolinggo do not have special services for the customer. Ma'ayu Batik supplants the item harmed by the washing machine with a new one. The tolerate time will be in a year. Ma'ayu Batik Probolinggo participated in UMKN BATIK EXPO. It held in Pantai Bentar. Once, the Ma'ayu Batik Probolinggo fulfilled a foreign customer order. Hongkongese had ordered the five butterfly batik motif after saw batik that is bought by one of Indonesian Labour in Hongkong.

In addition, the writer received information that the owner promoted his products through four social media channels to attract customers. They are Instagram (maayubatik), Facebook (Ma'ayu Batik Tulis), online shop shoopee (<https://shopee.co.id/maayubatik>) and WhatsApp (085258808776). However, Ma'ayu history of Batik production is accepted by Hong Kongers and he needs other promotional media besides social media to promote his products. He wants to show his products not only to the locals but also to foreigners. He said he needed a bilingual website in English and Indonesian as a new advertising medium for Ma'ayu

Batik Probolinggo to promote quality products to local and overseas customers and provide complete information about their batik products. The website should be written in English and Indonesian as the owner wants to expand her batik sales abroad. He hopes that by using two languages, his foreign customers can experience the message and uniqueness of his batik.

In conclusion, the writer chose to design a bilingual website because it can provide complete information about the products of Ma'ayu Batik Probolinggo and attract more customers either from local people or international. Website as media promotions and information can help publish news, products, activities, and discounts, besides customers can make direct orders through the website without requiring consumers to come directly to the boutique. This can help consumers to be more efficient and effective in shopping (Hasugian, 2018).

## **1.2 Objective**

The objective of the final project is to make a bilingual website for Ma'ayu Batik Probolinggo.

## **1.3 Significances**

Based on the objective above, hopefully, the report and the product of this final project can give advantages to the following parties:

### **1.3.1 for the Writer**

The writer can apply his English in writing the content and translation information about the products of Ma'ayu Batik Probolinggo.

### **1.3.2 for the Owner of Ma'ayu Batik Probolinggo**

The owner of Ma'ayu Batik Probolinggo can use the product of this final project which is a website to promote its batik products.

### **1.3.3 for Customers or viewer**

The product of this final project can help customers or readers to get detailed information about the products of Ma'ayu Batik Probolinggo

#### 1.3.4 for Students of English Study Program

This final project can be a reference for students of the English Study Program Politeknik Negeri Jember who want to conduct the same final projects, particularly designing a promotional website.