

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is not only known as a rich country in natural resources, but also has diverse culture. According to Putri (2020), the area that stretches from Sabang to Merauke makes Indonesia have a diverse culture. Each region in Indonesia has its characteristics such as traditional houses, traditional songs, traditional dances, traditional ceremonies, traditional clothes, and others. One of the Indonesian cultures that must be preserved is batik. Batik is one of the traditional clothing that has the characteristics which different in every region in Indonesia, different meaning depending on the motif, and also has philosophy in every pattern in batik. Batik is also often used as clothing in certain events in various regions in Indonesia. In addition, Anshori and Kusrianto (2011) say that each region usually has certain batik characteristics in terms of motifs, *canting* scribbles, and colors produced.

Batik has a uniqueness that lies in the motif. Various kinds of batik with new motifs and patterns with more attractive colors. Batik has a uniqueness that lies in the motif. Various kinds of batik with new and patterns with more attractive colors. The uniqueness of batik lies in the way it is made using wax. Along with the development of technology, the process of making batik is spread in every region in Indonesia with its characteristics. For example in Probolinggo has *Manggur* motif. It has themed with natural nuances such as grape, mango, wind, or a combination of these three elements. One of the batik houses that produce *Manggur* motif is Batik Tulis Balqis. Batik Tulis Balqis is a batik production house located in Kedungsari Village, Maron Sub-District, Probolinggo Regency.

To obtain more information about Batik Tulis Balqis, the writer conducted interviews, observation, and documentation as a preliminary study. The writer interviewed the owner of Batik Tulis Balqis, Mrs. Khusnul Hotimah. The result of the preliminary study is that Batik Tulis Balqis has promotional media such as Facebook, WhatsApp, and Instagram. In the social media, they only post photos

and videos everyday about batik that has been produced without providing a complete description of the product. The customers of Batik Tulis Balqis need to get more information such as prices, type of fabric, motif, and philosophy. The another problem, the owner of Batik Tulis Balqis said that since the pandemic the level of sales has been decreasing.

Based on the problem above, the owner needs printed promotional media and electronic media to attract the customers buying the product of Batik Balqis. Because the owner need printed promotional media, the writer decides to make a booklet and also e-booklet of Batik Tulis Balqis because the booklet can provide more detailed information. According to DaGama (2020) the advantages of using printed booklets include being able to reach many people, practical in their use because they can be used anywhere. Booklets do not only contain text but can contain images so that they can create beauty and ease when reading and studying them. Then, based on Defi (2021) the advantages of using e-booklet that they are easy to carry because they are electronic, can accommodate simple and complete information or material, can add interest with a mix of interesting text, images, videos, and can be used or opened in electronic media such as handphone and laptop. The booklet will contain the history of Batik Tulis Balqis, description of the product, and a picture of the product, which hopefully the readers interest. The conclusion, Batik Tulis Balqis need printed promotional media in the form of a booklet to give complete information of the product and help customers to buy or choose the variety of batik in Batik Tulis Balqis. This product will contain two languages or bilingualism, English for foreign customers such as Singapore and Hongkong, then Bahasa Indonesia for local customers.

1.2 Objective

The objective of this final project is to making a promotional booklet of Batik Tulis Balqis Probolinggo that can be used help Batik Tulis Balqis to promotes their product.

1.3 Significances

Based on the objective above, the report and product of this final project are expected to give benefits for the following parties.

1.3.1 For the writer

The writer can apply her skills that have been learned in the English Study Program especially writing, grammar, and translation skills.

1.3.2 For the readers and customers of Batik Tulis Balqis

The readers and customers can know the detail information about Batik Tulis Balqis as a home industry in Probolinggo and give them information about products of Batik Tulis Balqis.

1.3.3 For the Owner of Batik Tulis Balqis

The product of this project can be used a promotional media that can help Batik Tulis Balqis to promote their product to foreign and local customers.

1.3.4 For the English Study Program

This product can be useful for English Study program because can be a reference for a student who will make media promotional especially in making a promotional booklet.