

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is known as one of the wealthiest countries by its diverse cultural heritage and natural wealth. Indonesia's culture is from the ancestors of the Indonesian nation. One of the cultural heritages that has been popular in Indonesia is Batik. Batik is the art of drawing on fabric for clothing made with a resist technique using wax material. According to Lusianti & Rani (2012:1), batik words originated from the Javanese language, namely, "*amba*", which means writing and "*nitik*" which means point. For this reason, Indonesia has incredible cultural heritages that can be used as a nation's asset and selling point for the benefit of Indonesian diplomacy and internationally. Therefore, Batik has officially recognized the identity and culture of Indonesia by United Nation Educational Scientific and Cultural Organization (UNESCO) on October 2nd, 2009.

Batik product has been widely produced across the nation. Many regions in Indonesia produce their own batik product, for example Kawung Batik Central Java, Priyangan Batik Tasikmalaya, Gentongan Batik Madura, Tobacco Batik Jember and others. According to Nurainun et al., (2008) every region in Indonesia has specific motifs as the characteristic. Types of batik there are three that produced namely hand-drawn batik, stamped batik, and printing batik. Industrial development batik in Indonesia is closely related to the development of batik which began hundreds of years ago. One of the batiks that have a unique motif is Sidoarjo Batik. Sidoarjo Batik has some characteristics of the motifs that mostly used its animal figures, floral, local culture, tradition, and culinary as the motif. There is a village that is famous for batik production called "*Kampoeng Batik Jetis Sidoarjo*". In that village has many places batik home industry and one of them is Batik Tulis Namiroh who still run until now and exist in the modern era also participate in various event.

The writer conducted a preliminary study about Batik Tulis Namiroh. The batik industry is located on Jl. Pasar Jetis No. 7, Sidoarjo. Based on the result of the preliminary study, it is known that this home industry was established in 1953 and

hereditary legacy from the grandparents' owner. The customers of Batik Tulis Namiroh come from local and international. The majority foreign customers are from East Asia and Australia. They can buy batik and accessories and also learning how to make batik there.

The owner said that Batik Tulis Namiroh can reach many customers through their shop, delivery to resellers in Surabaya, and social media. The social media that are used to promote the products such as Instagram (@namirohbatik.sda), Facebook (Batik Tulis Namiroh), and WhatsApp. Those media only contain pictures of batik products. The last post content on Instagram and Facebook was last year (2021), using Bahasa Indonesia only. Thus, it makes foreign customers cannot understand the information given. However, the owner needs an additional medium consisting of selected information for the products in printed form. Thus, the writer recommends using a booklet because it is print promotion media, simple, and handy. It can be displayed at the gallery and booth when participating in various events for promotion. The booklet is made bilingual version because the customers do not only come from within, but some are from abroad. Therefore, its products are in bilingual versions (Indonesia and English) to attract many more local and international customers. Since the owner has agreed to the writer's recommendation, the writer would make a promotional media in the form of the booklet in bilingual version (English and Indonesia), and it can reach wider customers. Also, the readers will get a lot of information about Batik Tulis Namiroh. In conclusion, Batik Tulis Namiroh needs promotion media in the form of the booklet to give selected and comprehensive information of products and help customers to buy or choose the variety of Batik Tulis Namiroh's product.

1.2 Objective

The objective of this final project is to make a booklet as promotional media for Batik Tulis Namiroh Sidoarjo to promote the products, so it will attract more customers to buy batik.

1.3 Significances

Based on the objective above, the significances of the report and product of final project are:

1.3.1 For the writer

The writer can apply writing skill in writing the content of the booklet.

1.3.2 For the readers

The domestic or foreign reader can get more detailed information about Batik Tulis Namiroh from this booklet.

1.3.3 For the owner of Batik Tulis Namiroh

The owner can use the product of this final project as promotion media that it can promote her products by giving more detailed and clear information to the customer who visits the gallery of Batik Tulis Namiroh.

1.3.4 For the students of English Study Program

The students of English Study Program, those who want to conduct a similar project especially in making a booklet as promotion media can use the report and product of this final project as a reference.