

## CHAPTER 1. INTRODUCTION

### 1.1 Background

Culture reflects the ideas, feelings, actions, and works humans produce in social life (Koentjaraningrat, as cited in Syakhrani, A. W., & Kamil, M. L., 2022). Culture also functions as the identity of the civilization of a society or country, which distinguishes it from others. Santoso (2006) stated that the relationship of differences in identity arises when an individual or group has a particular character that indicates the individual or group from others. Indonesia is known for its diverse cultures such as *wayang*, gamelan, *keris*, *saman* dance, and batik. Batik has become the Indonesian nation's identity, passed down from generation to generation by ancestors. According to Kasim et al. (2014), batik is an Indonesian cultural heritage that UNESCO recognized as an international cultural heritage on October 2, 2009.

Batik is a cloth that applies a design motif to the fabric using dots and lines with hot wax. Agustin (2014) stated that the creation of batik motifs in its development is always related to the surrounding natural environment, mainly flora and fauna motifs. In each region, there are certainly different motifs that have characteristics. The characteristics of each motif can be shown, such as Solo batik has a *Kawung* motif (a coconut shell), batik Magetan has a *Pring Sedapur* motif (a row of bamboo trees), batik Banyuwangi has a *Gajah Oling* motif (elephant trunk), and batik Jember has its characteristic motifs (tobacco, coffee, and cocoa).

Jember is one of the areas in East Java famous for its natural potential in the form of tobacco, coffee, and cocoa which are then inspired to make motifs on batik fabric. This is because of the geographical conditions that were then cultivated and used as a motif to become an icon of Jember. As stated by Wibowo and Satria (2015) the existence of coffee and cocoa trees are widely planted by the people of Jember, so coffee and cocoa are fascinating to explore and study as a source of inspiration for the creation of Jember batik motifs. With this existence, it will be easy to find batik with tobacco, coffee, and cocoa motifs at several points in Jember, such as in Sumberjambe, Mayang, Ambulu, etc.

One of the batik home industries in Jember is Selo Maeso Batik, located in

Watu Kebo part of Andongsari Village, Ambulu Sub-District, Jember. In this home industry, customers can see several products in the form of fabric, ready-to-wear clothes and other products on display in the gallery, while the batik process is on the owner's terrace. This home industry produces various Jember batik motifs, including tobacco, coffee, and cocoa. Besides, another motif can represent the name of the Village. The motif that belongs to this home industry is called Selo Maeso, which has a motif like a buffalo horn which interprets the name Watu Kebo part of Andongsari village where the home industry is located. With this motif's character, it can potentially be an attraction that does not exist anywhere else, and it will make Selo Maeso Batik's products known to be marketed domestically or abroad.

Batik that the home industry produced has been purchased by domestic customers, such as Jember, Kediri, Boyolali and etc. This batik product has also been a gift to Hong Kong and Taiwan foreigners. However, the turnover obtained from sales decreased during the covid-19 pandemic. In the past, the production range of around 20–30 pieces per month could reach a profit of around 10–15 million, and now it has dropped drastically to more than 90% profit with small total production. Comparing the current turnover with the previous one is very different.

To get more information about the home industry of Selo Maeso Batik, the writer has conducted a preliminary study by conducting interviews with the owner and observations of this home industry. The writer received information from the preliminary study that this owner promoted their products on social media, such as on Facebook (Khusnul Batik), Instagram (selomaeso\_batik) and WhatsApp on 0822-3116-3180 (Khusnul Mu'arifah). However, the current condition of the owner's promotional media is in the form of pictures with brief information such as the product name and type of batik to the viewer. Customers who do not access social media will not know how the products that shown. Therefore, the owner wants to create promotional media that can help attract customers directly from different media. Besides that, the owner participated in exhibition bazaars Jember Festival Carnaval (JFC) in every event held from 2018 until now. But, the owner does not have any media to attract visitors except for displaying the fabric, ready-to-wear clothes and some products on the spot. And the promotion activities can be

done by spreading the media to the visitor. So, the owner needs to make a booklet for the visitor. And the writer explains to the owner that the booklet's script content is bilingual (two languages), English for foreign customers and Indonesian for local customers. In this way, it is sure that it can attract the interest of the people who receive the booklet, and there is an opportunity for the public to buy the products.

Booklets are media containing images or photos packaged in the form of a small book containing important information with clear, concise, easy-to-understand, and exciting delivery. In this case, it can be understood that booklets are print mass media that aim to disseminate information to inform information (Yudita & Ady Rosa, 2013). According to Ismailia et al. (2021), booklets as print media can reach a more expansive area because they can be carried everywhere because of their small size. It can be equipped with a concise and systematic explanation and pictures as illustrations, making it easier for customers to understand the concept.

Based on the explanation above, the writer completed the final project by making a booklet as a promotional media for Selo Maeso Batik to help customers get complete information about the products offered.

## **1.2 Objective**

This final project aims to make a booklet as a promotional media for Selo Maeso Batik in bilingual versions (Indonesian and English) that can help to promote products and give information to customers.

## **1.3 Significances**

Based on the objective above, the product and the report in this final project can give many benefits to the following parties:

### **1.3.1 for the Writer**

This final project can be helpful for the writer to apply the skills learned in the English Study Program, like writing, grammar, and translation. Writing and grammar skills will be used in writing the report and content of the booklet. Other skills can be increased while translating in a source language (Indonesian) and

target language (English).

#### 1.3.2 for the Owner of Selo Maeso Batik

By making a product as promotional media, this final project can help Selo Maeso Batik promote the product to customers or foreigners and make it worth buying the product by seeing the quality shown in the booklet. This product is also used for promotion in several events usually attended by Selo Maeso Batik owners, such as exhibitions. Apart from that, this product is also displayed on social media in soft copy.

#### 1.3.3 for the Readers

The readers can get information about batik produced by Selo Maeso Batik.

#### 1.3.4 for Students of the English Study Program

The report and the product of this final project can be used as a reference for English Study Students to make other final projects similar to the objects in this report.