

## CHAPTER 1. INTRODUCTION

### 1.1 Background

Indonesia is one of developing countries. Based on geographical, Indonesia is located between two continents and two oceans. There are Asian Continent in the northern part of Indonesia and Australian Continent in the southern part of Indonesia. For the western part of Indonesia, there is Indies Ocean and for the eastern part of Indonesia is Pacific Ocean. Indonesia is a beautiful country which is very rich in tribes, dances, musics, customs, islands, languages, and also cultures. One of the most famous cultures from Indonesia is Batik.

Batik is a cultural heritage that has been inherited to its generation. According to Asti and Ambar (2011) as cited in Tyas (2013), batik comes from word *mbat* and *tik*. *Mbat* in Javanese can be interpreted as “ngembat” or throwing dots many times, while *tik* means “point”. Thus, batik means throwing dots many times on the fabric. Nowadays, batik is not only a culture from Indonesia, but also has become a fashion. Long time ago, batik is produced only in form of traditional fabric and Javanese people called it *jarik*. But, along with the times, batik is also produced in form of clothes, bags, shoes, and many others. Java Island is the biggest place which produces Batik in Indonesia. According to Ruhimat, *et al* (2011), there are some places in Indonesia which produce Batik such as Pacitan, Pamekasan, Ponorogo, Gresik, Tuban, and many others. Banyuwangi is one of place which has lots of batik home industries, and one of them is Tatsaka Batik.

Tatsaka Batik is one of home industries that are located in Cluring Subdistrict, Banyuwangi. The writer conducted preliminary study in form of interview with the owner of Tatsaka Batik on August 2019 to gain information about the availability of promotional media for Tatsaka Batik and also the need of additional promotional media for Tatsaka Batik. Based on the result of interview, the owner said that Tatsaka Batik promotes the products through social media such as Facebook, Instagram, WhatsApp, and YouTube. Facebook and Instagram of Tatsaka Batik promote the products by posting various kinds of

batik's motif pictures. For example, there is a picture of batik with *Gajah Oleng* motif and there will be explanation or caption of the picture which only stated the price and the stock of the products. The name of Tatsaka Batik's Facebook is "New Tatsaka Batik (Tatsaka batik khas Banyuwangi)" and for Instagram is "tatsaka\_batik". Besides that, Tatsaka Batik also promotes the products through snap chat or WhatsApp story by posting the picture of Batik and stated the price in it. Based on the owner opinion, it does not effective because not all people can see the promotion through this way. Tatsaka Batik also has a video which is uploaded on YouTube. It explains about the history and the process of making batik using Bahasa Indonesia version.

The owner stated that he needed another kind of promotional media. Based on the writer consideration, she would like to make booklet as a promotional media to provide information and to attract more customers. The writer thought that booklet can give detail information to the customers, because the content of booklet consists of pictures and texts which explain about Tatsaka Batik and the products. The booklet also can be given to the customers who come directly to Tatsaka Batik. Hopefully, it can attract the customer to know more about Tatsaka Batik and buy the products from this home industry.

Based on the explanation above, it could be concluded that Tatsaka Batik needed a booklet as a promotional media. So, the writer decided to make a booklet as promotional media for Tatsaka Batik to provide information about Tatsaka Batik. The booklet explains Tatsaka Batik's products by giving pictures and texts which explain about kinds of batik, the motifs of batik and the meaning of it, the process and techniques that are used by Tatsaka Batik in making the products, price list of batik, other products and services, gallery and workshop, and also achievements. This booklet also can be used to attract the customers. The customers of Tatsaka Batik do not only come from Indonesia, but also come from India and Dutch. So that, the booklet is written in bilinguals, English for foreign readers and Bahasa Indonesia for domestic readers.

## **1.2 Objective**

The objective of this final project is to make booklet as a promotional media for Tatsaka Batik Cluring, Banyuwangi.

## **1.3 Significances**

Based on the objective above, the report and the product of this final project are expected to be useful for some parties:

### **1.3.1 The Writer**

The writer applied her writing skill (to write the content of booklet and the draft of final project report) and her knowledge in translation (to make the script in Bahasa Indonesia and English version).

### **1.3.2 Tourism and Culture Department of Banyuwangi**

Tourism and Culture Department of Banyuwangi use this booklet to provide information about local Batik in Banyuwangi, especially Tatsaka Batik.

### **1.3.3 Tatsaka Batik**

Tatsaka Batik uses the product of this final project as a promotional media that can attract people to buy the product from Tatsaka Batik.

### **1.3.4 The Readers**

The readers get detail information about Tatsaka Batik and also its product through this booklet.

### **1.3.5 The students of English Study Program**

The students of English Study Program, especially who want to conduct a similar project use both of the report and product of this final project as a reference.