

CHAPTER 1. INTRODUCTION

1.1 Background

Batik has become cultural heritage and symbol related to life of Indonesian. Batik tradition was originally a hereditary tradition, so that sometimes a motif could be identified from certain family batik. Some batik may indicate the status of a person. Even today, some traditional batik motifs are only used by the royal family members of Yogyakarta and Surakarta Keraton. Based on Prayoga, D (2013). Batik was officially recognized as the identity and culture of Indonesia by United Nations Educational Scientific and Cultural Organization (UNESCO) on October 2nd 2009. Based on Suryanto (2009) said UNESCO recognizes that Indonesian Batik has the techniques and cultural symbols that become the identity of the Indonesian people from birthday; babies are carried with symbolic batik cloth even plays a major role in certain rituals like wedding and traditional dance.

In another, batik has been produced in many cities exactly in Indonesia. Since 1999, Pasuruan is one of the regency in East Java which has unique batik products. Its produce in batik home industries and one of them is Dewi Sekartaji Batik. An analysis need to conduct the further information at Dewi Sekartaji Batik, those are Batik's motif, the kinds of batik, and the gallery. Dewi Sekartaji Batik has produced many kinds of patterns and some motif, especially flower and animal. The owner oftenly takes part from the event to introduce the batik, such as in *Raka Raki* East Java event. The writer preliminary to do the interview with the owner of Dewi Sekartaji Batik in Wonosari, Gondangwetan Pasuruan. In interview the owner told about how to promote the media, "she said that, Dewi Sekartaji Batik was known by the excellent product, and also the differences between batik's home industries which in giving colour and the product when it is in a dark condition". In giving colour, Dewi Sekartaji Batik used the gradation method, gradation method is color developement or discolorotion that occurs when two or more colors are combined to do the promotional media.

In promotional media, Dewi Sekartaji Batik use social media in order many people will see the product of the batik, such as WhatsApp and Instagram. The owner said that, “Dewi Sekartaji Batik do not have another way to promote the product. It is needed another way to promote the media”. The purpose to make a booklet for their promotional media because by using booklet everyone will know the information about Dewi Sekartaji batik, because the owner said in home industry there is no promotional media in the form of printed media.

Booklets are small (half quarto) and large, more than around 30 pages back and forth containing writing and pictures. Glossary booklet is a unity of the work book and leaflet. Meaning, booklet is a combination of leaflets and books with a small format (size) such as leaflets. The structure of its content is like a book (introduction, content, cover) it's just a way of presentation its contents are much shorter than a book base on Septiwiharti,(2015).

1.2 Objective

The objective of this final project is to make a booklet as promotional media of Batik Tulis Dewi Sekartaji Wonosari Pasuruan.

1.3 Significances

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

1.3.1 For the writer

The writer can apply his skill translating in bilingualism, writing and his computer skill to edit pictures.

1.3.2 For the readers

Both foreign and domestic tourists can get detail information from booklet about Dewi Sekartaji Batik and its products.

1.3.3 For the owner Dewi Sekartaji Batik

The product can serve as a promotional media for Dewi Sekartaji Batik that can introduce and attract people to buy their products.

1.3.4 For the students of English Department

The report can be used as references for students of English Study Program who will conduct the final project in making booklet.