

CHAPTER 1. INTRODUCTION

1.1 Background

Situbondo is one of regencies in East Java, which lies on the north coast between Probolinggo and Banyuwangi. According to Situbondo Tourism (2017) Situbondo is one of tourism destinations in East Java that is very attractive to visit, beautiful beaches, mountains, hills, forests, and historical heritages of Dutch colonial. Situbondo has save its tourism potential to be visited. Therefore, It offers the beauty of the area to tourists, either the foreign or domestic tourists. Moreover, Situbondo has something that turns tourism development head in Situbondo, it is Batik.

The characteristic of batik in Situbondo are inspired by the natural potential in Situbondo. That is sea creature and baluran theme, Situbondo has 13 batik companies that has sea creature theme. The famous and the oldest company since 1994 is Batik Rengganis. Batik rengganis is a famous batik in situbondwhich has a shell. Nowadays Batik Rengganis become the largest Batik company in Situbondo and be acknowledge by Situbondo Government.

Chief of Situbondo Batik Association stated that Batik Rengganis Situbondo needs Promotional Media because Batik Rengganis Situbondo only has two Promotional Media on Instagram @batik.rengganis and on Facebook Batik Rengganis Situbondo, but since the admins left the company, the result of it is the social medias cannot be accessed. So, the owner asked the writer to make a booklet to promote the Batik. Booklets people are more interested in reading booklets because booklets are clearer, has the example of the fabrics and attract more customers to buy the product. That is why the writer making Booklet as a Promotional Media of Batik Rengganis Situbondo in this project.

The writer decide to make a final project with the title “Making a Booklet as a Promotional Media of Batik Rengganis of Situbondo”. It can provide information to people about Batik Rengganis Situbondo, also make Batik Rengganis to be more popular. For that reason, the writer makes a Booklet as a

Promotional media because the owner of Batik Rengganis Situbondo needs a Booklet. Booklet is useful for people that do not have social media.

This booklet is not only placed in Batik Rengganis itself but also in Tourism Culture Department as a promotional media. This Product will be in bilingual, Bahasa Indonesia and English. Hopefully, with this promotional media, people will know about Batik Rengganis Situbondo and be interested to buy Batik Rengganis Situbondo.

1.2 Objective

The objective of this final project is to make a booklet of Batik Rengganis Situbondo as a promotional media.

1.3 Significances

Based on objective above, hopefully this final project can give benefits to the following parties.

1.3.1 The Writer

The writer can apply the writing skills and translation while writing the script.

1.3.2 The Management of Batik Rengganis

This product gives many advantages for Batik Rengganis, because the booklet can be used as a promotional media. This booklet contents of types of batik such as handmade batik and printed batik that the themes all about sea creature especially Shell that it becomes the characteristic of Batik Rengganis. This booklet can be used to give information about Batik Rengganis to the visitor.

1.3.3 The Reader

Reader gets information about batik in Situbondo especially Batik Rengganis in Bungatan sub-district. Hopefully, through the booklet the reader will be interested to visit the gallery.

1.3.4 The English Department

This final project can be as a reference for all students of English Study Program who will conduct final project with similar product.