

## CHAPTER 1. INTRODUCTION

### 1.1 Background

Batik has become a symbol related to the life of Indonesian. Batik has officially recognized the identity and culture of Indonesia by United Nation Educational Scientific and Cultural Organization (UNESCO) on October 2nd, 2009. UNESCO recognizes Indonesian Batik has the techniques and cultural symbols that become the identity of Indonesian people, Indonesian people also symbolic batik cloth that brings luck (Rahman, 2013). The word batik seems to come from a Javanese word "Ambatik" which mean a cloth with dots. A recognizable motif, patterns and colors were developed and designed to identify one's family, social status and geographic origin. According to Pebrianasari et all (2015) The word of batik comes from the Javanese language, namely "ambatik" which means "to write" and "point". At the same time the understanding of batik in general is the process of depicting the cloth using the canting tool, where to produce the batik motif using wax or so called malam. In Indonesia, there are many kinds of batik designs. The design is not only beautiful when they are seen but also shows certain characteristics of particular regions in Indonesia, such as batik megamendung from Cirebon, batik keraton from Yogyakarta, batik Tujuh Rupa from Pekalongan, and another batik that is no less of beautiful is Batik Jember. Many batik workshops can be found in this town, which is located on the eastern side of Jember.

A characteristic of Batik Jember is patterned with tobacco leaves. The leaf, also known as the gold leaf, is painted on a piece of cloth to show its unique characteristics. Beautiful motifs, a variety of colors, and the simplicity of their combination add value to the piece. As a result, there are a large number of enthusiast from both inside Jember and from outside Jember. Sumberjambe sub-district is known as a typical batik producing area for Jember. The people who live there are known for their ability to create beautiful motifs with simplicity.

The owner of UD Pakemsari Batik Jember said that the product still needs more promotional media because the promotional media of the business is still in

the form of online promotion media such as Instagram (@gallerybatikjember), WhatsApp, and online UMKM. The Instagram account only has around 215 followers and the picture of batik that they posted did not have specific explanation and brief information. The writer offers to promote the product with the website, the website contained the description of the product and picture of the product. Hopefully the readers are interested to the product of UD Pakemsari Batik Jember. The website ease people to order the product because the website shows the list of product. The website will make in bilingual version, English and Indonesia. The purpose of this website is to help the owner promote their product both to local and foreign people. The owner said she accepts the offer and hopes the website will help the owner to promote her home industries.

## **1.2 Objective**

The objective of this final project is to make a promotional website of UD Pakemsari Batik Jember.

## **1.3 Significances**

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

### **1.3.1 For the Writer**

This final project can make the writer improve his writing skill and computer skill (writing the content of website and drafting the final project report).

### **1.3.2 For the Viewer**

By visiting the promotional website of UD Pakemsari Batik Jember, the viewer can get the information and knowledge about the product and it's beneficial.

### **1.3.3 For UD Pakemsari Batik Jember**

This final project by making a product as promotional media can help UD Pakemsari Batik Jember to promote their product to local customers and foreigners.

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

English study program can use the report and the product of this final project as a reference to make another final project that similar to this final project.