

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is an archipelago country ranging from Sabang in Aceh to Merauke in Papua, which is made up of thousand small islands, which are connected by strait and sea. It makes Indonesia has many cultures and languages. Indonesia is popular for its culture. The culture inherited from generation to generation, the activities of life that carried out by the Indonesian people has a historical value that is different for each region. It is described that Indonesia has amazing cultural wealth that becomes Indonesian assets. One of the heritages is Batik

Batik is one of the cultural heritages in Indonesia. Almost every region of Indonesia has different batik motifs and characters. Batik has already famous everywhere, especially in Banyuwangi. Banyuwangi has many tourism places and exotic cultures that make tourist feel comfortable to visit it. Besides, Banyuwangi is also famous for the beautiful nature, friendliness of its people, exotic culture and beautiful handicraft. One of the batik home industry is Batik Virdes. It locates on Cluring subdistric.

Batik Virdes is one of craftsmen in Banyuwangi that has been established in the 3rd November 1986. It is on a small village called Tampo village that is about 33,5 km from Banyuwangi city. The writer conducted preliminary study to Batik Virdes home industry to get information about promotional media available there. The writer conducted interview with the owner. The owner said that Batik Virdes home industry has some social medias for promote their product. There are Instagram, Whatsapp and Facebook. Instagram of Batik Virdes promotes the products by posting various kinds of batik's motif pictures, some testimonies form customers and some recorded activities conducted at Batik Virdes home Industry. The name of Virdes Batik's Instagram is "virdesbatik_banyuwangi", and they have 872 followers. For WhatsApp, the number used is the number of owner's assistant. The assistant served customers who want to do transaction through

WhatsApp. Facebook page of Batik Virdes is not active anymore and the last update on 2 October 2017, because the owner focuses to promote the products through Instagram and Whatsapp. The name of Virdes Batik's Facebook Page is "Virdes Batik Collection". There are 432 people who likes their Facebook Page. Furthermore, the owner said that he still needs more promotional media especially booklet. Booklet helps them to explain more information about Batik Virdes and their products when domestic and foreign customers come to their gallery.

In this time and current technological advances, the writer made e-booklet. The owner of Batik Virdes uploaded it in their social media. Besides, the writer also made the printed booklet for visitors who come in the gallery or for media promotional when activities offline like exhibition so it can attract the customers' interest to know more about Batik Virdes and buy the products.

So, the writer decided to make a booklet as promotional media for Batik Virdes since the customers comes from domestic and also foreigners. The booklet is written in bilinguals.

1.2 Objective

The objective of this final project was to make booklet as promotional media for Batik Virdes Home Industry

1.3 Significances

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

1.3.1 For the Writer

The writer applied and improved her writing skill to write the content of the booklet and the report of final project.

1.3.2 For the Costumers

The customers got updated information about Batik Virdes and the products.

1.3.3 For the owner of Batik Virdes

The owner used this promotional booklet as a promotional media to promote Batik Virdes home industry and its products.

1.3.4 For the students of English Study Program

The product of this final project became a reference for students who conducts similiar topics or project especially in making promotional booklet.