

CHAPTER 1. INTRODUCTION

In this chapter the writer described the background related to home industry and promotional media, the objective that contains the purpose of making promotional media, and the significance that contains the benefit of the final project.

1.1 Background

Indonesia is a country that has a variety of cultures passed down from the ancestors. One of the most popular cultural heritage at in Indonesia is batik. According to Taufiqoh et al. (2018) since 2009 batik has received international recognition and was officially recognized by UNESCO (UN) as an Intangible Cultural Heritage of Humanity. So, in maintaining the existence of batik, Indonesian people must be proud to have it and keep developing it.

Indonesia batik has characteristics of various motifs and uniquely each motif has its own philosophy meaning such as Batik Mega Mendung motif which means patient. Miranti et al (2021) stated that one of the local wisdoms that can be used as character value learning is the art of batik, something national culture with the characteristics of unique and full of motifs symbolic meaning. Various types of Indonesian batik which are visualized in the form of motifs always have a philosophy of its own meaning. One of the production houses of batik that has a strong uniqueness motif is Batik Tulis Soedjono Lamongan, East Java.

Batik Tulis Soedjono is one of the most popular batik home industries in Lamongan. This home industry has strong potential in developing batik tulis (hand written batik) business because the motifs produced by Batik Tulis Soedjono have obtained a license from the government, besides that Batik Tulis Soedjono has also sold products abroad. Batik Tulis Soedjono is supported by the uniqueness of the batik motifs that is not produced by other home industries in Lamongan. Batik Tulis means written batik that the process of making batik is done by hand drawing (Runika, 2019). Batik Tulis Soedjono has bright color characteristics, so Batik Tulis Soedjono usually used bright colors such as pink, red, and yellow for the product, it's different from Batik in general, which used dark colors such as brown. It has

distinctive motif such as *Daliwangun* (the name of the village) motif, *Daun Jati* (teak leaves) motif, City Branding Lamongan motif, *Burung Hantu* (owl) motif, and *Isen-Isen Dalam Semut* (fill in the ant road) motif and all these motifs only produced by Batik Tulis Soedjono Lamongan, because the motif in Batik Tulis Soedjono is the original masterpiece by the owner. However, the owner of Batik Tulis Soedjono also accepts orders for hand-drawn batik which can be requested by customer own motif request. Batik Tulis Soedjono is located in Daliwangun village Sugio Lamongan.

To get more information about Batik Tulis Soedjono, the writer conducted an offline interview as a preliminary study. The result of the offline interview showed that Batik Tulis Soedjono promotes the product by social media such as Instagram, Facebook, WhatsApp, E-mail, and Website. The owner also gave information that Batik Tulis Soedjono had participated in local exhibitions and had ever promoted his products at an event, Archipelago Cultural Festival at Plaza Mahkota Parade, in Melaka Malaysia on August 2022. Besides that, Batik Tulis Soedjono has also received orders from Singapore and Australia. However when Batik Tulis Soedjono participates in some commerce or business events and exhibitions, it is urgently needed of printed promotional media to introduce the product directly. Apparently there is no any printed promotional medium to show to the visitors, while it is a good opportunity to promote their products to attract more consumers especially foreigners. Thus, it can be concluded that Batik Tulis Soedjono needs printed promotional media in the form of bilingual versions to reach both local and international markets and facilitate Batik Tulis Soedjono visitors of direct selling or in the onsite exhibitions.

After conducting the preliminary study, it can be seen that Batik Tulis Soedjono doesn't have any printed promotional media, so the writer got a recommendation from the owner to make a booklet as an additional promotional media of Batik Tulis Soedjono. According to Gemilang (2016), booklet is a printed media in the form of a book that provides some information to be conveyed by the maker. The writer made a booklet in a bilingual version, Indonesian and English that supported by detailed information and attractive images to attract the readers.

The writer provided a booklet in the form of printed booklet and the design of the printed booklet used for direct selling, business events or exhibitions and in the form of e-booklet which can be uploaded on Batik Tulis Soedjono's social media to complete and update their online promotion.

1.2 Objective

The objective of the final project is to make a booklet in bilingual versions as a promotional media of Batik Tulis Soedjono Lamongan. It helps customers and other parties to know information about products from Batik Tulis Soedjono and attract the customers to buy the product.

1.3 Significances

The significances of this final project are expected to be useful for some parties:

1.3.1 The Writer

This final project was given an opportunity to the writer to apply the skills and knowledge during studying at English Study Program such as reading, writing, and translation.

1.3.2 The Owner of Batik Tulis Lamongan

The booklet can be used as promotional media to introduce, promote, attract the local and foreign consumers, and give detailed information related to Batik Tulis Soedjono.

1.3.3 The Customers

The product of this final project can be a reference for both local and foreign customers to know detailed information about the product of Batik Tulis Soedjono Lamongan.

1.3.4 The students of English Study Program

The proposal of this final project is expected to become reference for the students of English study program that plan to conduct a similar final project.