

CHAPTER 1. INTRODUCTION

1.1 Background

Batik is a fabric that is painted by *canting* and liquid wax to form a painting that has artistic value. Batik also one of Indonesian cultures recognized internationally. According to Taufiqoh, *et.al.* (2018), batik has been recognized since 2009 and officially be part of the United Nations Educational, Scientific and Cultural Organization (UNESCO) as human intangible cultural heritage.

There are a lot of home industries in Indonesia that produce batik products which is every region has its own characteristic and unique batik motifs. One of the home industries in Indonesia is Batik Ki Ronggo in Summersuko Village, Klabang Sub-district, Bondowoso regency.

The writer conducted a preliminary study to get more information about Batik Ki Ronggo by interviewing the owner. The owner of Batik Ki Ronggo stated that Batik Ki Ronggo was established since 18th February 2016 in Klabang Bondowoso. There are three kinds of Batik Ki Ronggo that produced which are written batik, stamped batik, and semi batik (written and stamped). The owner uses various kinds of motifs such as cassava leaves, coffee beans, singo ulung, topeng konah, bato so'on, and blue fire. According to Yudianto et al. (2021), the blue fire motif by Ki Ronggo was inspired by the Ijen Creater that placed in East Bondowoso near Banyuwangi.

According to the owner of Batik Ki Ronggo sells their product made by order. The customer can request what kind of motif to apply in their cloth. The customer can choose various kinds of products such as batik cloth, shirt, *udeng*, *mukenah*, veil, and fashion dresses. The owner mentioned also making some product by recycling the material like shawls and masks. Batik Ki Ronggo got appreciation from the product in some events such as best costume in *Republik Kopi* Festival 2019, 2nd winner in Muslim Fashion Sparkling Millennial Batik 2019, 1st winner and best costume in Situbondo Muslim Style 2017, and others appreciation.

From the interview, the writer also got information about how the owner of Batik Ki Ronggo promoted their products. The owner of batik Ki Ronggo mentioned that has several social media accounts such as Instagram @batikkironggo was last active on February 2022, Facebook Batik Ki Ronggo last active on July 2021, and WhatsApp (085236052360). The owner also gave information that batik Ki Ronggo had attended some events and exhibition in East Java. For the several event such as *Kacong Jebbing Bondowoso, Festival Ijen, Gelar Krian Denkrana SDA exhibition, Pekan Batik Bondowoso, Fashion show Festival Muharram*, and others event. Therefore, the owner needs to promote her product not only on social media but also the printed promotional media. By the potential of Batik Ki Ronggo, she wanted to introduce her products not only to local people but also to the foreign people who attend the events. The owner suggests the writer make a bilingual booklet in English and Bahasa Indonesia as the promotional media for Batik Ki Ronggo. The owner hopes by using two languages, her customer can find out easily the complete information about Batik Ki Ronggo especially foreign customers. Besides that, the owner hopes the bilingual booklet will be very useful when she attends the exhibition where many foreigners come.

Based on the explanation above, the writer decided to make a bilingual booklet because it can provide complete information about the products of Batik Ki Ronggo and attract local and foreign customers. A booklet is a small and thin book that contains text and picture graphics and the content is like the common book that consists of an introduction, main content and closing which present interesting, specific, and useful information (Pramika & Nuryanti, 2020).

1.2 Objective

This final project aimed to make a bilingual promotional booklet for Batik Ki Ronggo in Klabang Bondowoso.

1.3 Significances

For the significances of this final project as a beneficial impact for some parties below:

1.3.1 The Writer

The writer can apply her writing skills when writing this final project and making a script. Besides that, she applies translation skills in translating the script. The writer can implement editing skills in making the product as well.

1.3.2 The Owner of Batik Ki Ronggo

The owner of Batik Ki Ronggo can use the booklet to promote her batik products and attract the customer.

1.3.3 The Customer

The customer can get detail information about the products of Batik Ki Ronggo Bondowoso.

1.3.4 The Student of English Study Program

This final project can be used as a reference for other students in English Study program to conduct the similar final projects, especially making a promotional booklet.