

## CHAPTER 1. INTRODUCTION

### 1.1 Background

Lumajang is well known as “The City of Bananas”. It is because this region is the largest banana-producing city and preserves various types of bananas in East Java. The banana commodity in Lumajang is a source of income for people who depend on the agricultural sector (Kurniawan et al., 2019). Many different varieties of banana plants are grown in the gardens of every community. *Agung* Banana is one of the most famous bananas and is a typical Lumajang. The potential of bananas as a commercial product has driven the Lumajang community to develop various innovations and creativity to process bananas into premium products, such as banana chips, banana sales, and some banana-made snacks. The creativity of the Lumajang people is not only reflected in some processed foods; they also make banana-related products, such as the banana batik motif.

There are a lot of batik industries in Lumajang that produce the banana batik motif, where each place has different characteristics. One of the batik industries that make those motifs is Girli Batik Lumajang, which produces hand-written and stamped batik fabrics using quality cotton with synthetic dyes that do not fade easily. It is located in Kebonagung Village, Sukodono Sub-district, Lumajang Regency, East Java. The products of Girli Batik Lumajang are often used by several important people in Lumajang such as Regent, Deputy Regent, and Make-up Artist (MUA). The most popular motif of Girli Batik Lumajang is *Pisang Agung* because it describes bananas as a tropical fruit commodity in Lumajang. As Rosita (2017) stated, Lumajang is famous for its banana icon and the type of banana as a characteristic is *Agung* Banana.

The information about Girli Batik Lumajang was obtained from a preliminary study conducted by the writer through an offline interview with the owner, Mrs. Lilik. She also said that Girli Batik has promoted its batik products on various social media, such as Instagram (@girlibatik), Facebook (Batik Tulis Girli Lumajang), YouTube (Girli Batik), and WhatsApp (082336165546). The owner explained that Girli Batik often participates in workshops, exhibitions, and

national events in Lumajang. Therefore, there are many awards that Girli Batik has received from participating in various events. In this case, Mrs. Lilik required another promotional medium when she attended the exhibitions or batik events because previously she only promoted the products through direct communication with visitors. Moreover, the owner of Girli Batik Lumajang wants to promote the products to local and foreign people to have broad connections to increase sales. Therefore, the writer offered to make a promotional medium in the form of a booklet and also offered to make a bilingual booklet based on the owner's needs. This is approved by the owner because the booklet can be used to explain the products of Girli Batik Lumajang to the customers when they are going to buy the products and it can be brought during a batik exhibition.

Based on that situation, it can be concluded that the writer will make a bilingual booklet (Indonesian and English) to complete the previous promotional media. It is useful for events that involve many people, including local and foreign visitors, so that they can read a booklet available in two languages. According to Nurfathiyah (2014) in Juardi (2021), the booklet will give reader impression by presenting attractive images so that the booklet is not merely a formal and rigid medium.

## **1.2 Objective**

The objective of this final project is to make bilingual booklet as a promotional medium for Girli Batik Lumajang.

## **1.3 Significances**

Based on the objective above, this final project is expected to provide benefits for the following parties:

### **1.3.1 for the Writer**

The writer can practice composing sentences based on correct grammar and vocabulary so that writing skills can be applied. She also can apply the translation skills to translating information about Girli Batik Lumajang into English.

### 1.3.2 for the Owner of Girli Batik Lumajang

The owner of Girli Batik can promote its products through the booklet as a promotional medium to attract the customers.

### 1.3.3 for the Readers

The local and foreign readers can get complete information about the products of Girli Batik Lumajang.

### 1.3.4 for the Students of English Study Program

The students of English Study Program can make this final project as a reference to conduct a similar project, especially in making a promotional booklet.