

## CHAPTER 1. INTRODUCTION

### 1.1 Background

Batik is one of the characteristic of Indonesian cultures that has been recognized internationally. Therefore, batik becomes the Intangible Cultural Heritage of Humanity (UNESCO, 2009). According to Nurainun (2008), batik is a word used to refer to a patterned cloth made with the resist technique using wax. Batik is not just an image or patterned cloth but has a philosophical meaning. Batik is one of the favorite products used by people in Indonesia.

There are many batik industries that are growing rapidly in Indonesia. Each region in Indonesia has succeeded in producing batik products with their own uniqueness. One of the batik industries in Indonesia is Aldy's Cemara Batik. Aldy's Cemara Batik is located in Imam Bonjol Street, Panggungrejo sub-district, Pasuruan district, East Java province. Batik production by Aldy's Cemara Batik is written batik. The uniqueness of Aldy's Cemara Batik is makes the betel leaf motif as a characteristic of Pasuruan.

The writer conducted a preliminary study at Aldy's Cemara Batik to get the information by interviewing the owner. Aldy's Cemara Batik sells the batik product by word of mouth and participating in exhibition festivals. The owner said that Aldy's Cemara Batik also uses social media to promote the products, there are Instagram and WhatsApp. Aldy's Cemara Batik has 2 Instagram accounts, namely @aldys.batik and @smahdy277. The owner used the social media for promotion and does not accept online sales but offline sales or on-site visits. On the social media account, the owner uploads several photos and videos about batik or batik productions that the owner has made.

In addition, the owner explained that Aldy's Cemara Batik participated in some events such as exhibitions and performances. The owner participates in the Grand Show Designer event and supports pageant events such as selecting Duta Pariwisata and Duta Genre at regional and national competitions. Aldy's Cemara Batik has also as the sponsor of *Puteri Pendidikan Nasional* and Miss Ultra Universe Indonesia in 2022. After joining some events, the products of Aldy's

Cemara Batik is known by foreigner and also bought the products, which are from China and Japan. In conclusion, Aldy's Cemara Batik needs booklet promotion media for its business development. Therefore, the writer decided to make a booklet as promotional media for Aldy's Cemara Batik as a form of information and promotion about Aldy's Cemara Batik and to attract more consumer interest. This booklet is made in two forms, printed booklet and e-booklet. Printed booklet can be used in direct selling and exhibition event and e-booklet can be uploaded on social media of Aldy's Cemara Batik. This booklet is written in two languages, Indonesian and English. The used of two languages to help the owner promote the products for local and foreign consumers.

### **1.2 Objective**

The objective of this final project is to create a booklet as promotional media for Aldy's Cemara Batik and provide complete information to consumers.

### **1.3 Significances**

Based on the objectives of this final project, hopefully it can be useful for the following parties:

#### **1.3.1 For the Writer**

This final project improves the writer's skills in writing and translation. Making this final project requires the ability to write and translate the correct word.

#### **1.3.2 For the Owner of Aldy's Cemara Batik**

This final project can help the owner to promote the products of Aldy's Cemara Batik.

#### **1.3.3 For the Customers**

Customers will get the detail information about Aldy's Cemara Batik.

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

This final project can be used as reference for students English study program, with the same topic final project.