

CHAPTER 1. INTRODUCTION

1.1 Background

Batik is one of Indonesia's cultural legacy's from generation to generation. According to Atmaja (2023), batik is a cloth made with special techniques and uses various motifs. Batik has always been an important icon at every event in Indonesia. The development of batik in Indonesia gave rise to several home industries with characteristics of their respective regions. Many tourists are amazed by the batik in Indonesia, making them want to wear it. Based on Hakim (2018), the inclusion of batik as a world cultural heritage is proof of the success of batik artists, cultural and businessman. This is expected to be a motivation for young people to preserve batik.

According to Steelyana (2012), batik is an Indonesian cultural heritage that has received an award from UNESCO, which makes batik a characteristic of Indonesian culture. It makes batik craftsmen more motivated to make beautiful batik works. Beautiful batik can be seen from its interesting motifs. Each region in Indonesia has a specific variety and characteristics of Batik such as motifs and techniques. This makes the batik industry in every region of Indonesia increase, such as in Banyuwangi. Banyuwangi has many batik home industries. One of them is Yoko Batik. Yoko Batik is located in Tampo Village, Banyuwangi, East Java.

Yoko batik is one of the batik home industries in Tampo Village. The writer chooses Yoko Batik Tampo Banyuwangi because Yoko Batik Tampo Banyuwangi has variety in motifs and good qualities. To get more information, the writer interviewed the owner of Yoko Batik Tampo Banyuwangi. The writer conducted the preliminary study through an offline interview in Yoko Batik Tampo Banyuwangi. The owner explained that Yoko Batik Tampo Banyuwangi had several social media, such as Whatsapp (085738466610), Youtube (Yoko Batik), Instagram (@batik_yoko) and Facebook (mujiyoko).

The first social media is Whatsapp. It is not very active in posting related products from Yoko Batik Tampo Banyuwangi. The second is Youtube, which is not very active and has few followers. The third is Instagram. This social media is not very detailed and updated in providing explanations regarding Yoko Batik Tampo Banyuwangi, this account from social media is not held by the owner of Yoko BatikTampo Banyuwangi. Then the last one is Facebook, which has also not been used for a long time. The owner also explained that Yoko Batik Tampo Banyuwangi has also been visited by tourists from other countries. This batik home industry also has participated in several events in Banyuwangi, such as a cultural exhibition held by Tampo Village which is held annually.

Besides the information about promotional media, the owner also explained about the sale of batik. The sale of batik was decreasing due to the Covid-19 pandemic. From this situation, the owner wanted to increase the sale not only for local customers but also international customers. The owner asked the writer to create promotional media to make it easier for customers to get more detailed information regarding Yoko Batik Tampo Banyuwangi. Therefore, the owner suggested the writer to make printed promotional media in form of booklet and e-booklet in the form of pdf.

The booklet and e-booklet must be provided with complete information related to the products, such as motifs, price, and categories. The booklet would be designed with a colorful and attractive theme. Then, people who see it will be attracted to visit and buy the products of Yoko Batik. Tampo Village often holds UMKM events every year. Batik craftsmen can open a booth and sell their products, so the booklet can help the owner provide information related to Yoko Batik easily. The booklet also can support the Gallery Batik of Yoko Batik. Based on the explanation, the writer decided that Yoko Batik needed a booklet as a printed promotional media. The booklet will be written in a bilingual version, English for foreign tourists and Indonesian for local people.

1.2 Objective

The objective of the final project is to make a bilingual promotional booklet for Yoko Batik Tampo Banyuwangi.

1.3 Significances

Based on the objective above, hopefully, this final project can give advantages to the following parties:

1.3.1 The Writer

The writer can apply writing skill when making a script and apply translation skills in translating information about the products of Yoko Batik Tampo Banyuwangi.

1.3.2 The Owner of Yoko Batik Tampo Banyuwangi

The product has several benefits for Yoko Batik Tampo Banyuwangi for introducing and promoting Yoko Batik Tampo Banyuwangi products, then the customers will be interested in buying products at Yoko Batik Tampo Banyuwangi.

1.3.3 The Customers or Readers

The product of this final project can help customers or readers to get detailed information about the products of Yoko Batik Tampo Banyuwangi.

1.3.4 The Students of English Study Program

The report can be used as a reference for other students from English Study Program who will do the same project, making a booklet as promotional media.