

CHAPTER 1. INTRODUCTION

1.1 Background

Each region in this part of Indonesia has its own culture and characteristics, one of them is cultural heritage clothing. Indonesia has several unique traditional clothes, included *Kain Songket* from the West Sumatra region, Minangkabau. *Kain Ulos* from Batak, *Kain Tenun Ikat Bali* from Bali and *Kain Batik* (Saputra, 2019). Batik is a fabric that is well known to foreign countries that UNESCO designated batik as one of the world's cultural heritages from Indonesia.

In Indonesia, batik has developed very fast. The development of batik can be seen from its motifs. Batik in old time still used dark colors of black and brown. Nowadays, batik colors are increasingly varied and use bright colors. Batik is an activity of painting on cloth using a canting with wax which is then colored. Batik from each region has different motifs and patterns. Central Java and East Java are the provinces that produce the most batik. The batik industry in Central Java is located in Jogjakarta and Solo which is called the *Batik Keraton*. Meanwhile, the batik industry in East Java is Gresik, Sidoarjo, Porong, Lumajang, Jember, and Banyuwangi (Anjarwati, 2015).

Banyuwangi is a district on the eastern tip of Java Island that has a unique characteristic of batik, namely *Batik Pesisir*. Several types of Banyuwangi batik motifs include *Gajah Oling*, *Paras Gempal*, *Kopi Pecah*, *Sembruk Cacing*, *Sisik Papak*, *Sisik Polkadot* and *Blarakan* etc. Banyuwangi has several batik industries that produce Banyuwangi's typical batik and also used to preserve and maintain Banyuwangi's original culture such as batik clothing. One of batik home industries in Banyuwangi is Gubyab Batik Banyuwangi located in Jl. KH. Moh Tohir, Sidotentrem, Yosomulyo, Gambiran, Banyuwangi.

To get information about the Gubyab Batik industry, the writer conducted a preliminary study with the owner. The owner said Gubyab Batik Banyuwangi has been released in 2015 by Mr Hotim, he founded the batik industry because he often wins several events and participated in exhibitions in Banyuwangi such as the Banyuwangi Batik Festival and Banyuwangi Young Entrepreneur. The owner

of Gubyab Batik also said that establishing this industry is a means of preserving and developing Banyuwangi culture by making more modern batik motifs and products so that they are of interest to all levels of society.

The types of batik products produced by Gubyab Batik include batik fabric, batik sarongs, batik clothes, *udeng*, scarf and several other products. These batik products are produced directly by the owner by using common batik techniques such as written batik and stamped batik. Other than batik products, Gubyab Batik provides a place for educational tours for visitors, this industry is often used as a place to learn batik and is guided directly by the owner. With the achievements of the owner of Gubyab Batik, such as winning a batik motif design competition, this industry can be known by many people. Therefore, the writer chooses Gubyab Batik Banyuwangi as this final project.

From the results of the preliminary study, the owner explained that he introduced his batik products through offline and online activity. The offline store is located at the owner's house in JL. KH. Moh Tohir, Sidotentrem, Yosomulyo, Gambiran, Banyuwangi, East Java where there is a small gallery and a batik production site. Meanwhile online store, the owner has two social media accounts, Instagram (@gubyab_official) and Facebook (Hotimlimok) both accounts are still active at this time. The Instagram account of Gubyab Batik, has several photos of batik products displayed with a brief explanation of the product and the price of the product has not been written down. While the Facebook account also displays some of the products sale and some batik production activities by the owner, and there are also the owner personal activities.

The owner also introduces the batik industry and its products directly through exhibition activities in Banyuwangi, which is attended by local and foreign tourists. However, the owner told the writer that it was difficult for him to introduce his product to foreign tourists because of the language barrier. With these conditions, the writer gives suggestion to the owner to make bilingual promotional media in English and Indonesian such as booklet and e-booklet, the owner agree to make a bilingual booklet promotional media, which was not previously available at Gubyab Batik. A booklet is a media promotion that is

flexible and is brought anywhere and e-booklet can be access by many people. Therefore, the owner can introduce their products by a booklet to foreign tourists and can be distributed abroad.

Based on the condition above, the writer will make bilingual promotional media in the form of a booklet and e-booklet about Gubyab Batik Banyuwangi. The printed booklet can be used for exhibitions or events and e-booklet will be uploaded on Gubyab Batik social media. Booklet are small books that contain information and pictures (Rahmatih et al, 2018). This booklet will present complete and detailed information about the product from Gubyab Batik.

1.2 Objective

The objective of this final project is to make a booklet and e-booklet as a promotional medium for Gubyab Batik to attract local and foreign customers.

1.3 Significances

Based on the objective above, this final project can provide benefits to the following parties:

1.3.1 For the writer

The writer can apply their writing skills when making this final project and apply translation skills when translating information about the product of Gubyab Batik Banyuwangi.

1.3.2 For the Owner of Gubyab Batik Banyuwangi

The owner of Gubyab Batik can use this product booklet to additional promotional medium their batik products and also to attract customers.

1.3.3 For Customers

The product of this final project can help customers to get detailed information about the products of Gubyab Batik Banyuwangi.

1.3.4 For Student of English Program

This report can be a reference for English Study Program students who will do the same report, especially in making booklet.