

CHAPTER 1. INTRODUCTION

This chapter explains the underlying information related to the final project. It is divided into background, objective, and significances.

1.1 Background

Batik is a traditional clothing with a unique pattern made from wax. A study conducted by Siregar, et al. (2020), has mentioned that batik in Indonesia has been recognized since the era of the Majapahit Kingdom. From the beginning, batik patterns are inspired by Indonesia's natural wealth, people's life, and history. Therefore, batik became an Indonesian property at the end of the eighteenth century and the beginning of the nineteenth century. Currently, many countries in the world also produce and sell it. A Research conducted by Sari, et al. (2019) has mentioned that at least ten countries around the world produce batik, including China, Malaysia, Thailand, Azerbaijan, Africa, Sri Lanka, India, Japan, Saudi Arabia, and the Netherlands. However, Indonesia is still recognized as a country of Global Home of Batik. The recognition means that anyone in the world can own batik, but the register belongs to Indonesia (Hananto, 2011). Also Indonesian batik has been categorized as Masterpiece of Oral and Intangible Heritage of Humanity by UNESCO on 2 October 2009 in Abu Dhabi, UAE (Tresnadi & Agus, 2015). Hopefully by doing previous action, batik can be protected as an icon, symbol and culture of Indonesian.

From the previous paragraph, it is known that batik is a noble value that cannot be separated from all aspects of Indonesian. An example is related to batik industry. Discussing about it, there are several batik industry that exist. The examples of batik industry are Damas Batik Lumajang, Omah Batik Lumajang, and Batik Girli Lumajang. There is one special batik industry called Rangsang Batik Sae Lumajang. Rangsang Batik Sae Lumajang is located on Jl. Stadion No. 161 Dusun Krajan. RT 20/ RW 05, Yosowilangun Lor, Lumajang Regency, East Java. This batik was made by Mrs. Elly

Hartinik, the owner of Rangsang Batik Sae Lumajang. As the preliminary study, the uniqueness of this place are motifs and process making. Related to the motifs, Rangsang Batik Sae Lumajang does not only have nature motifs but also animal motifs. The natural batik motifs are *Rumpun Bunga* motif, *Pring Ori* Motif and *Gunung Semeru* motif. Rangsang Batik Sae Lumajang also produces motifs with animal nuances, for example, *Kelabang* and *Burung Elang* Motif. The animal and nature batik motifs, such as *Gubung Semeru*, *Kelabang* and *Burung Elang* motif were made by hand-written batik. Related to the process making, Rangsang Batik Sae Lumajang also opens batik learning activities. Batik learning activities are prioritized for elementary, junior, and senior high school students to serve as their knowledge and experience in making batik with ecoprint and stamped batik.

Although with uniqueness in terms of motifs and the process making stated above, the requests for ordering batik at the Rangsang Batik Sae Lumajang tend to decrease. In the last few months of 2021, the amount of buying or visiting is less than 50%. The lack of visitors greatly affected the sales of batik products, and also can resisted the development of the Rangsang Batik Sae Lumajang center.

To solve the problem, Rangsang Batik Sae Lumajang has several promotional media including Instagram (@rangsang_batik), Facebook (Rangsang Batik Rbs) and WhatsApp business (0856-4537-0943). This social media is used as promotional media for Rangsang Batik Sae Lumajang products by posting product images on the feed and stories on each social media account. However, each of these promotional media had several lacking. On Instagram, there still needed to be more information about the batik centre. Some product photos look unattractive and still need to be more consistent in uploading product photos. There were still a few posts and information about batik products on Facebook. Meanwhile, a detailed explanation of each batik product on WhatsApp business needs to be explicit. Those lacks also made visitors tend to decrease during the pandemic. Thus, the owner of Rangsang Batik Sae Lumajang needs other promotional media to support promoting her product.

Based on the above situation, the writer would help create promotional media in form of a booklet. The booklet was chosen because it can provide completed information regarding product details from Rangsang Batik Sae Lumajang. In the digital era as it is now, printed and digital booklets are needed when visitors visit the gallery and attend certain events. The booklet can also be used as promotional medium to increase sales. Also, the booklet would be available in printed and digital. The printed booklet can be used by Rangsang Batik Sae Lumajang in their Gallery or in a batik exhibition event to be read by the visitors. Then, the digital booklet can be uploaded through the promotional media owned by Rangsang Batik Sae Lumajang. Furthermore, this booklet is available in two languages, which are Indonesian and English. The purpose of making this booklet in two languages is to promote products not only for local visitors or tourists but for foreign tourists as well. It refers to easier for visitors, especially foreign tourists to find out what information is in Rangsang Batik Sae Lumajang.

In the future, with this booklet, it is hoped that it refers to easier to explain in detail what products Rangsang Batik Sae Lumajang sells. Making booklet can also increase the attractiveness from visitors' and also increase the demand for visitors' orders. This booklet is also expected to be a reference material for marketing promotional products. Also, it is hoped that Rangsang Batik Sae Lumajang will become increasingly known to local and foreign communities.

1.2 Objective

The objective of the final project is to provide information about Rangsang Batik Sae Lumajang and promote its products through a booklet as a promotional medium.

1.3 Significances

Based on the above objective, the report and the product of this final project is expected to be useful for the following parties:

1.3.1 The Writer

The writer can increase her skills in writing, reading and translating this final project.

1.3.2 The Owner of Rangsang Batik Sae Lumajang

The booklet can be used as additional promotional medium that is useful to assist the owner in promoting and introducing the products to local and foreign visitors.

1.3.3 The Visitors

The product of this final project can help both local and foreign visitors to know the detailed information about Rangsang Batik Sae Lumajang as well as its product.

1.3.4 The Students of English Study Programs

Both the product and the report of this final project can be used as a references for the students of the English Study Program that plan to conduct similar concept.