

## CHAPTER 1. INTRODUCTION

In this chapter, the writer explains the background of this final project. The writer also states the objectives and significances of this final project.

### 1.1 Background

Batik is a work of art drawn on cloth with various motifs. According to Prasetyo (2016), various batik motifs have been created by craftsmen in Indonesia. There are many regions in Indonesia that have various kinds of batik motifs. Banyuwangi is one of the areas in Indonesia that produces batik with various motifs along with the philosophical meanings of each motif.

Several batiks with various motifs and meanings include the *Gajah Oling* motif, which is the oldest Banyuwangi batik motif. The word 'Gajah', namely Elephant is something big, and 'Oling' means to remember, in other words, the meaning of *Gajah Oling's* motif is to remember the Great One. Second, the *Paras Gempal* motif means that even the hardest human heart can be melted with sincerity and loyalty. Another meaning of the *Paras Gempa* motif is taken from the words 'Paras' *padas* (hard rock) and 'Gempal' (collapse). Third, the *Kangkung Setingkes* motif is understood from the word '*Kangkung*' as a vegetable with many leaves and branches, and the word '*Setingkes*' means bound with other meanings of unity in diversity. Fourth, the *Kopi Pecah* motif, interpreted as a sign of many coffee-producing areas in Banyuwangi. Batik with these various motifs is easy to find in the batik industries in Banyuwangi.

One of the batik industries in Banyuwangi is Gubyab Batik. Gubyab Batik is a batik home industry located in Yosomulyo, Banyuwangi Regency. In the preliminary study that the writer have been done, the owner of Gubyab Batik Banyuwangi said that the batik products produced by Gubyab Batik included; batik fabric, clothes, Banyuwangi *udeng* (a fabric tie on the head used by Banyuwangi men), shawls, and some products with batik motifs. Meanwhile, the batik motifs made on batik products at Gubyab Batik consist of typical Banyuwangi motifs to motifs created by the owner. Gubyab Batik, apart from

producing batik products, also provided several facilities and services, such as a place to learn to make batik and consultations regarding batik artwork. This batik industry has been promoting its products through Instagram and Facebook.

Based on the interview done by the writer visited Gubyab Batik's location directly as a preliminary study with the owner regarding the promotional media used by Gubyab Batik. On the Instagram Gubyab Batik account (@gubyab\_official), which has 1,039 followers, there were photos and videos of Gubyab Batik products with short descriptions containing names and descriptions of batik motifs, batik colors, and product sizes without product prices presented. On Gubyab Batik's Facebook account (hatimlimok) which had no friends, there was some information about Gubyab Batik products which was also available on Gubyab Batik's Instagram account, namely: photos and videos of Gubyab Batik products with short descriptions contain names and a short description of batik motifs, batik colors, product sizes without product prices presented, photos of batik-making learning activities and photos of batik workshop activities, but other than that there were also posters for batik workshops and photos and videos of the daily activities of Gubyab Batik owners on Gubyab Batik's Facebook account that was not available on Gubyab Batik's Instagram. Facebook and Instagram used by Gubyab Batik are social media that have advantages and disadvantages as promotional media.

The advantages of Facebook and Instagram as promotional media for Gubyab Batik were: first, promotional media that are practical to use because they only need to upload product photos and videos and their descriptions. Second, Facebook and Instagram have many users, so Gubyab Batik's information could be easily spread. Meanwhile, the disadvantages of Facebook and Instagram as promotional media for Gubyab Batik were: first, Facebook and Instagram had difficult to reach wider audiences due to the limited number of followers and likes for Gubyab Batik's posts, as happened with Gubyab Batik's Facebook accounts that had no more than 38 followers and likes, and the Gubyab Batik Instagram account which has 1,039 followers and no more than 30 likes on each of its posts, even minimal interaction between followers and the Gubyab Batik Instagram

admin which can be seen in the Instagram comments column. Which is for information dissemination quickly and widely certainly requires a large number of followers and friends as well. Second, not all information can be easily accessed due to the existence of 'Lock Profile/Private Account' accounts where the user needs to become a follower of the account if they want information from that account. Compared to the promotional media previously owned by Gubyab Batik, the website has several advantages that can be used as promotional media for Gubyab Batik. First, the website can be reached by all internet users by simply utilizing the internet network. Second, the website also can be reached by using devices. Devices are needed in looking for information, such as computer, tablet and smartphone. Third, the website can be used as a support for branding an industry by explaining the positive values of the industry and its products which can be written in 'About Us'. Fifth, broad reach, information and products on a website can reach abroad quickly as long as there is an internet network when compared to Instagram and Facebook, where the speed of dissemination or outreach of information still depends on the number of followers and if there is an account that is in 'Private Account' mode.

It could be concluded that the website has several advantages that can be used as promotional media for Gubyab Batik to complement the promotional media previously owned by Gubyab Batik, namely Instagram and Facebook. Therefore, after carried out the preliminary study with Gubyab Batik owner, the writer offered to Gubyab Batik owners to create a website as promotional media for Gubyab Batik by explaining the advantages of the website as a promotional media. The owner of Gubyab Batik expressed his ingness in creating a website as a promotional media for Gubyab Batik with the hope that Gubyab Batik would be recognized by the wider community.

## **1.2 Objectives**

The objectives of creating a website as a promotional media for Gubyab Batik is to promote Gubyab Batik's products and to provide detailed information for Gubyab Batik customers.

### **1.3 Significances**

The benefits of this final project and the product are expected to be useful to several parties:

#### **1.3.1 For The Writer**

The writer can apply her English skills in writing and reading, and also the writer can apply her ability in using computer, especially in editing using Canva and a framework called Figma.

#### **1.3.2 For Gubyab Batik Owner**

The benefit of creating a website for Gubyab Batik owner is that it can increase product sales for Gubyab Batik.

#### **1.3.3 For Customers or Readers**

The final project product can provide knowledge and information about batik and products of Gubyab Batik.

#### **1.3.4 For English Study Program students**

This final project can be used as reference material for Politeknik Negeri Jember, English study program students who will take a similar final project.