

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia has many cultural heritages with various uniqueness. The cultural heritages are divided into two types. The first is material cultural heritage, and the second is non-material cultural heritage. Material cultural heritage is all human results that can be moved or not and the object must be protected; non-material cultural heritage is all forms that can be captured by the five senses other than the sense of touch (Hamzah, 2004). An example of non-material cultural heritage is batik. It was included on the UNESCO representative list for non-material cultural heritage or intangible cultural heritage of humanity on 2 October 2009 at a session in Abu Dhabi (Lusianti & Rani, 2012). Batik, an ethnic cloth from Indonesia, is made of *mori*. It is made by painting the *mori* cloth with wax, one of the main ingredients in making batik. According to Lestari (2012), wax is used in batik making as a cover for the uncolored part of the cloth. So, batik is an ethnic cloth from Indonesia that is made from *mori* cloth which is made by using wax.

The use of batik is decreased nowadays. According to Masruri (2022), in Surakarta batik has experienced a decrease been 1968-1995 because of the change of the era, but it can exist again because of society's awareness and the support of the government. Along with the success of batik over time, it began to spread throughout all regions of Indonesia and began to be known and famous internationally. According to Nurainun et al., (2008), batik was initially used for global events in the 1980s. It makes batik, the icon of Indonesia becomes well-known internationally. From there, more Indonesians know about batik, and many also become interested and learned about how to make batik and eventually start a batik business, especially in Java. Batik in each area of Indonesia has characteristics according to their regions and Java Island is the best batik center because their batik making process is manual and must be detailed with specific results. So many Java people started the batik businesses, especially in East Java; there are Batik Gedhog Tuban, Batik Tulungagung, Batik Pacitan, Batik Tanjung Bumi Bangkalan, Batik

Sekardangan Sidoarjo, and Batik Ki Ronggo Bondowoso. These batiks certainly have their own uniqueness, especially Batik Ki Ronggo.

Batik Ki Ronggo has uniqueness, which are in the colors, according to customers say the batik colors that are offered by Batik Ki Ronggo have bright colors consistently so that customers who wear the products look fresh. besides that, Batik Ki Ronggo also serves custom orders or requests even out of the motifs from Batik Ki Ronggo itself. In choosing Batik Ki Ronggo, the writer has some considerations and finally chose this partner because the owner has enough potential in developing this business such as Batik Ki Ronggo is active in several competitions and has several achievements, such as participating in fashion show events, becoming an official partner, in exhibitions, participating in several trainings, and becoming a speaker at *Pekan Batik Bondowoso* also having four achievements in the best stand and the best costume competitions. Last is also the advantageous point of the product, Batik Ki Ronggo has been interviewed by various internet media, such as Jatim Tribun News (<https://jatim.tribunnews.com/2020/09/19/pelanggan-batik-ki-ronggo-sudah-tersebar-di-luar-pulau-jawa>) and Suara Publik (<https://suara-publik.com/detailpost/batik-ki-ronggo-karya-cicilia-eka-putri-tembus-pasaran-antar-pulau>)

According to the preliminary study that the writer did by interviewing the owner of Batik Ki Ronggo their income is not stable yet. As usual, Batik Ki Ronggo home industry has increased incomes and customers every year. However, from 2020 until now the number of customers has decreased drastically with the order number from four to seven pieces of batik cloth and unpredictable batik mask orders, and after that, the profits have become unstable like before 2020 when the number of orders can be up until ten pieces more and 10 dozen mask orders every month. Batik Ki Ronggo has decreased the number of customers because the promotional media is not enough for the promotion.

Batik Ki Ronggo still needs improvement in its promotion. So far, they use promotional media in the form of social media, Facebook and Instagram, the name of Facebook is “Batik Ki Ronggo” and the name of the Instagram is

@batikkironggo, but the promotion is active on Instagram. Uploading the content of the product on Instagram is uncertain according to the availability of the product. The contents of Batik Ki Ronggo are about products, activities, and testimonials from customers. The mixing of these elements makes the promotion of Batik Ki Ronggo less effective on promotional media especially on Instagram.

To have effective promotional media, Batik Ki Ronggo needs promotional media that can be easily accessed by customers. According to Hidayat (2010), a website or site can be interpreted as a collection of pages used to display text, images, animation, sound, or a combination of all of them, both static and dynamic, which form a series of interrelated buildings, each of which is connected by a network of pages. That website can be an effective promotional medium for Batik Ki Ronggo later because the website can provide complete information in the form of text, image, sound, video, or a combination of all but with a flexible display. On the website, several pieces of information that include Batik Ki Ronggo's Journey, Vision, Mission, Achievements, the process of making Batik, Motifs, Products, News, and Contact Person are displayed on each menus so that it can make it easier for customers to get the information from the website.

The writer recommends making a website in Bilingualism because based on the interview with the owner, Batik Ki Ronggo has not reached abroad customers, and the use of bilingualism is meant to make the target market reach abroad. The website displayed information as complete as possible starting from the vision and mission, journey, products and description, prices of each product, contact person, and testimonials. So after seeing the information provided, customers will be interested and then buy products from Batik Ki Ronggo because the information provided is complete and interesting, and the owner gets efficient promotional media so that it can increase income and customers.

1.2 Objective

The objective of the final project is to make a bilingual website, in Indonesian and English, as a promotional medium for Batik Ki Ronggo in Klabang Sub-district.

1.3 Significance

Based on the purpose above, there are the following parties who get benefit from the report and the product of this final project:

1.3.1 The Writer

The final project provides opportunities for the writer to produce detailed written works by existing guidelines, expertise in translating written works, and the ability to create website promotion media.

1.3.2 The Customer

The Customers can find out detailed information about Batik Ki Ronggo from the Website, which are about the story of Batik Ki Ronggo, the achievements, the collections, manufacturing process, product prices, e-news about Batik Ki Ronggo, contact person, social media, and location.

1.3.3 The owner of Batik Ki Ronggo

The bilingual website delivers complete information about Batik Ki Ronggo, therefore, the website can be the right choice for customers in selecting products with easy and attract the customer to buy. So, the owner can increase her product sales. And the website can persuade customers to come directly to Batik Ki Ronggo Gallery.

1.3.4 For Students of English Study Program

This product was useful for students from the English Study Program because it can be a reference for students who will create promotional media, especially in making company promotion websites.