

CHAPTER 1. INTRODUCTION

1.1 Background

According to Irianto (2016) in the era of globalization, especially with the tourism industry, the actors of traditional arts are challenged to meet market demands. Therefore, the development of the tourism industry is one of the strategies used by Non-Government Organizations to promote certain areas as tourist areas to increase trade through the sale of goods and services to non-local people. Related to this, Hakim (2010) stated that the development of the tourism industry in a country aims to direct and develop economic values caused by the traffic of people traveling for tourism purposes. There are many tourism industries in Indonesia, such as tourism places, travel agents, tour guide, handicrafts, and hotels. Handicrafts is one of the supporting components in the tourism industry. The example of handicraft in the tourism industry are sewing, origami, clay crafts, knitting and batik. Batik is a cloth with a picture and the process of making it is in a special way that is drawn by using *malam* on a fabric that is still empty. Then through a special process, batik has its own distinctive characteristics of the fabric.

Nowadays, batik can be found in various regions in Indonesia that it becomes a promising business opportunity. The potential for batik business is endless. Batik which is the country's identity, is a cultural heritage that must be preserved. Moreover, the government has ratified batik days throughout Indonesia to maintain and develop Indonesian batik. Certainly, this is a promising opportunity to get into the batik business. Nurainunet. al. (2008) stated that profile of the batik industry in Indonesia included in small and medium enterprises (SME).in order to the development process desperately needs policies from government so as not to be run over from large industries that have large capital.

Indonesia has various types of batik. Each region has its characteristics related to the manufacturing process and motifs. For example; batik from the city of Cirebon has *megamendung* motifs, Pekalongan has *Buketan* motifs, Bali has batik *ulumsarimas* motifs, and Jember also has its own motifs of batik. Batik Jember can be recognized by a characteristic that is patterned with tobacco leaves.

The leaf, known as the gold leaf, is painted on a piece of cloth to show its peculiarities. Beautiful motifs, various colors, and the beauty of their combination give their special value. There are many devotees both from the people of Jember and from outside Jember. Several batik motifs are produced in various home industries scattered in the Jember area. One of the home industries in Jember is Hariyani Batik Ambulu.

Hariyani Batik is a batik home industry located in the south part of Jember. According to the owner of Hariyani Batik, this home industry was established in 2017. It is located in Langon Village, Ambulu District. It is called Hariyani Batik because Hariyani is the name of the owner. Hariyani Batik Ambulu has various kinds of motifs, one of which is the tobacco leaf motif. The quality of Hariyani Batik is good because it is made of the high quality of cloth for both hand writing and stamped batik. Even though Hariyani Batik has a good quality of batik, but there are only few people know about this home industry. This is due to the lack of promotional media used. Hariyani Batik only uses social media to promote its product like Facebook and Instagram to promote its products, the name of her account is *Hariyani Batik Tulis Ambulu*.

The writer conducted a preliminary study to gain information about Hariyani Batik by interviewing the owner of Hariyani Batik in April 2020. During the interview, the writer asked about the promotional media of Hariyani Batik. The owner mentioned that she only used social media Facebook (Hariyani Batik Tulis Ambulu) and Instagram (Hariyani Batik Tulis Ambulu) to promote its products. Those media only contain photos of Hariyani Batik products. Therefore, the social media do not give complete information about the products because in the social media there is no short description and price of the products. The owner stated that she needs a promotional booklet of Hariyani Batik Ambulu to help her promote the products to local and foreign customers.

In general, booklets are small (half quarto) and thin books, no more than 30 pages, which contain text and pictures. According to Zulaekah (2012) booklet is a medium for conveying messages in the form of a book, both in the form of writing and pictures. The advantage of using a booklet as a promotional media is

that information given is detailed because there is a lot of information about the company and also the selling product which can make tourist who want to use their services easy to understand and choose what services that appropriate for their needs.

Based on the description above, it can be concluded that Hariyani Batik requires promotional media in the form of booklets. Thus, the writer makes a booklet to carry out the final project. The booklet contains complete information about Hariyani Batik Ambulu and this booklet is expected to help the owner promote her batik. This booklet is bilingual, because it will be written in Bahasa Indonesia and English.

1.2 Objective

The objective of this final project is to make a booklet as a promotional media for Hariyani Batik that can be used by the owner to promote the products.

1.3 Significances

Based on the objectives, the report and the product of this final project was useful for:

1.2.1 For writers

By conducting this final project, the writer can apply his skills in writing, translating text, and computer skills.

1.2.2 For Hariyani Batik Ambulu

This final project can be used as a promotional media for Hariyani Batik Ambulu which can attract public interest to use its products.

1.2.3 For Tourists, Customers or Readers

This booklet can help them to get more detailed information about Hariyani Batik products.

1.2.4 For English Study Program Students

This final project report and product can be used as a reference for students English Study Program who want to do a similar final project.