

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is a wonderful country that has a rich culture. One of the cultures is "batik". Based on etymology and terminology that are a branch of linguistics that studies the origin of a word and is a science of terms and their use, batik is a series of words from "mbat" and "tik". "Mbat" in Javanese is defined as "ngembat" or throwing many times while "tik" comes from the word "titik" or dot, and batik means throwing dots repeatedly on the cloth (Musman et al., 2011). Additionally, according to Ishwara et al. (2011), batik is a fabric made from wax and *mori* cloth. The pattern uses wax as a color barrier, and the part covered in wax cannot be mixed with all the colors used. There are many ways of making batik depending on the batik industry that will make it.

The batik industry has a significant contribution to the economic sector of Indonesia. Since 2019, the sales of batik gain 50% of the total amount of Indonesian revenue. The statement was also supported by the Director General of IKM, Ministry of Industry, Gati Wibawaningsih at the Opening of the Exhibition and Declaration of the Association of Indonesian Shopping Center Managers in Jakarta 2017, (<https://kemenperin.go.id/artikel/18509/Pembukaan-Pameran-Jakarta-IKM-Expo>). According to the Ministry of Industry (2009), Indonesia has many brands of batik that make excellent popularity in the world of batik, that are Pekalongan Batik, Solo Batik, and Sheina Batik.

Sheina Batik is one of the batik home industries in Jember, East Java, Indonesia. This home industry has been established for the last three years. Sheina Batik wants to have a batik brand of good quality in Indonesia. The owner of it has a very interesting motif design when creating the batik. It has a unique design and motif that make customers interested, which are Labako. Labako is one of motifs that is also an identity from Jember. The other special offer from Sheina Batik is the freedom to request the design from customers.

Since 2020, it has produced batik to get customers and visitors. Sheina Batik home industry has an occurrence of up and downs in the number of visitors caused by its promotional media. It has promoted its batik products through social media, such as WhatsApp stories, Facebook (Sheina Batik), and Instagram (@sheina_batik). However, its promotional media that were carried out are less effective because it was only seen by its own followers, and the information provided is limited regarding the type, material, and size of batik cloth.

Based on the interview result of a preliminary study that was done by the writer with the owner, Sheina Batik is still producing and promoting their batik products to expand the reach of product promotion and marketing. As a result, the owner can introduce the product to internet users with related details and information about Sheina Batik. Promotional media through the internet can fulfill the wishes of Sheina Batik's owner to continue and develop their batik and also they could get more customers. Websites, e-commerce, and social media are commonly used in internet promotion media. Website is one of the information technology development that is often used to disseminate and obtain information which is usually displayed in the form of a site with supporting displays such as image, sound, video, and writing (Yuhefizar, 2008).

The writer used the website as a form of optimizing information technology to promote Sheina Batik, the type of website that the writer uses is a bilingual version, Indonesian and English. The reason of making a bilingual website is to get simplify the customers, Indonesian version should be used for local customers, and the English version should be used for foreign customers. The bilingual website is expected to help visitors to get information from the two languages that have been provided.

1.2 Objective

The objective of this final project is to make a bilingual website to promote Sheina Batik Ambulu Jember.

1.3 Significances

Based on the purpose above, the significant reports and products from the final project provide benefits for the following parties.

1.3.1 The Writer

The writer can apply her writing skills, operating computer skills, and also translating skills by making a bilingual website

1.3.2 The owner of Sheina Batik

The website helps to promote Sheina Batik, attract potential customers, and retain previous customers. The website is accessible to all internet users. Hopefully, the website can brand Sheina Batik and complete digital marketing. As a result, Sheina Batik can increase its product sales.

1.3.3 The Customers

A bilingual website can help the customers to get interesting information in terms of a brief history of Sheina Batik, products collection of Sheina Batik, the process of making batik, product price, awards, and information about the contact person, social media, and location

1.3.4 The Students of the English Study Program

This final project can be used as reference for the final project of the English Study Program to improve and help students in a sustainable manner related to how to make promotional media especially in making website.