

CHAPTER 1. INTRODUCTION

1.1 Background

Batik is a culture that has been passed down from generation to generation, and has been known by the people of Indonesia. Batik itself has become part of the life of the Indonesian people. Since 2009 Batik has been officially recognized by UNESCO as an Intangible Cultural Heritage of Humanity. The inclusion of Batik in the UNESCO list requires the Indonesian people to protect and preserve the Batik culture Trixie (2020). Batik is widely produce across this country, likely batik Jogja, batik Madura, batik Mojokerto on the island of Java. Especially in East Java, precisely in the Mojokerto area.

In the history, Mojokerto is the former kingdom of Majapahit. In the Mojokerto area, many cultural heritages are left behind, such as cultural arts, special foods, and unique tourist attraction. One of the cultural heritages that still maintains and continues to develop from the Majapahit kingdom in Mojokerto is Batik. The uniqueness of Mojokerto Batik lies in the names of the motifs which sound strange to some people. According to Sunarmi (2019), based on data from the Promotion and Tourism Agency of Mojokerto Regency, six types of Majapahit Batik have been patented, including namely *pring sedapur*, *mrico bolong*, *sisik gringsing*, *koro renteng*, *rawan inggek*, and *matahari*. In addition to the sixth pattern patented, Majapahit Batik has another well-known typical batik, the Kalangbret Batik. The characteristic of this batik lies in its motif, which is almost similar to the batik from Yogyakarta, which is white brown and dark blue patterns.

Mojokerto has various batik industril houses, including NEGI Batik Tulis Majapahit. This industrial house is a typical Majapahit batik production site in Mojokerto Regency. The batik produced by NEGI Batik Tulis Majapahit has its philosophical uniqueness in its batik, which is about the legacy of the Majapahit Kingdom and ornaments/relief in temples such as *Surya Majapahit* and *Maja* fruit plants. The writer conducted a preliminary study by interviewing the owner of NEGI Batik Tulis Majapahit, the location of the place is in Dinoyo Village, Jatirejo District, Mojokerto Regency, East Java. She said that this batik home industry business was established in 2008. The owner of NEGI Batik wants to maintain and introduce the typical culture of Majapahit to the world through the batik that she makes. However, batik in Mojokerto is not well known or popular by many people and the demand is still little, compared to areas where the majority of batik workers are. This makes it difficult for local

people to know which batik is produced and sold from the home industry. The writer makes observations in NEGI Batik Tulis Majapahit Mojokerto. The owner of the partner said that batik in Mojokerto Regency does have a lot of uniqueness, but the people are not very enthusiastic and only a few are preserving the culture. In promoting the batik product and home industry, the owner uses social media, such as Facebook (Negi Batik Tulis Majapahit), and Instagram (@batik_majapahit_mojokerto). The owner rarely updates the products on Facebook, because the owner does not have employees to handle the social media. The problem with this home industry promotional media is because all social media do not provide the latest information on the home industry. Therefore, the owner asked the writer to make an e-booklet to be uploaded on NEGI Batik Tulis Majapahit social media and printed booklet as a promotional medium that provides complete information about the industrial house. The booklet will use 2 languages, namely English and Indonesian. This booklet is to help inform more about NEGI Batik Tulis Majapahit Mojokerto to local and foreign customers who want to visit the gallery and buy their products. So that the NEGI Batik Tulis Majapahit can be recognized by many people. In disseminating promotional media so that foreigners can see them, this is by participating in exhibitions or posting e-booklets via social media so that foreigners can access.

Based on these conditions, the writer made the booklet by her self, this booklet is A5 in size and totals approximately 20 pages. According to Pribadi (2017:56) a booklet is a book with a relatively small size with information and insight on a particular subject or field of science. In this case, the writer made a booklet as a promotional medium for NEGI Batik Tulis Majapahit Mojokerto, which sent to NEGI Batik and implemented in the promotion NEGI Batik Tulis Majapahit Mojokerto. Through this booklet, the writer hoped to help NEGI Batik informing and promoting NEGI Batik Tulis Majapahit Mojokerto, so that it is better known and preserved.

1.2 Objective

The objective of this final project is to make a bilingual booklet using Indonesian and English language as promotional media to promote and introduce NEGI Batik Tulis Majapahit products to local and foreign customers.

1.3 Significances

Based on the above objectives, report and products from the final project provided benefits to the following

1.3.1 For The Writer

The writer can apply the skills that have been learned in the English Study Program, such as writing and translation. Writing skills will be used in writing the report and content of the booklet. In making a booklet, translation skill used in write two versions of the booklet there are English and Indonesia language. In addition, the writer also has skills in editing, such as editing photos and designing to make promotional products.

1.3.2 For The Owner of NEGI Batik Tulis Majapahit Mojokerto

This booklet can be used as a promotional media for the owner of the gallery when promoting the products to her customers.

1.3.3 For The Readers

The booklet can help local and foreign readers to get some information about NEGI Batik Tulis Majapahit.

1.3.4 For Students of English Study Program

Students of the English Study Program can use this final project and it's product as their references when making a project, especially in making a booklet as a promotional media.