

## **CHAPTER 1. INTRODUCTION**

### **1.1 Background**

Indonesia is considered one of the richest countries by its diverse cultural heritage in the world, which has unique characteristics and artistic styles in each region that reflect the region and culture. One of the cultural heritages that has been popular in Indonesia is Batik. Batik is the art of drawing on fabric for clothing made with a resist technique using wax material, and also, it has been part of Indonesian culture since ancient times. On October 2nd, 2009, the United Nations Educational, Scientific and Cultural Organization (UNESCO) officially confirmed Batik as an Indonesian cultural Heritage and declared October 2nd, 2009, as Batik National Day in Indonesia (Parmono,2013). Batik was officially recognized as a cultural heritage, and the Indonesian people had to preserve Batik so that it would become more widespread and developed.

Batik product has been widely produced across the country. Many regions in Indonesia produce their own batik product, for example, Gentongan Batik from Madura, Sisik Melik Batik from Banyuwangi, Kawung batik from central Java, and Priyangan Batik from Tasikmalaya. One of the batiks that has a unique motif is Jember Batik. Jember Batik has some characteristics of motifs that mostly use tobacco leaves, bamboo, coffee, dragon fruit, cocoa, and edamame soybeans.

Jember is one of the regencies in East Java that has a good tourist attraction because Jember has a diversity of arts and culture spread in every area in the district. Jember has a different type and motif of Batik from other regions. Jember has a tobacco leaf motif which is the identity of Jember Regency as one of the largest producers and processors of tobacco with high-quality products (Sitanggang, 2019). One famous Jember Batik's home industry is Sekar Waru Batik, located in Mayang village. This batik home industry produces Batik, which is quite popular among the people of Jember.

The writer interviewed the owner for a preliminary study in Sekar Waru Batik in August 2022 to obtain information about the types of promotional media used to promote Batik Sekar Waru products. Based on the results of preliminary, the owner

said that Batik Sekar Waru only has social media such as websites, Instagram at @sekarwarubatik319, Facebook (Sekar Waru Batik), and WhatsApp at (082139001869) by posting information that customers need such as various of pictures products. The owner informs that Batik Sekar Waru requires additional promotional media that can be easily distributed to customers when holding exhibitions or participating in certain events. Based on these problems, the writer suggests that the owner make promotional media in the form of a printed booklet. This booklet contains information needed by consumers which is made in the form of a bilingual version (Indonesian in English).

## **1.2 Objective**

The objective of this final project was to make a booklet as a promotional medium for Sekar Waru Batik in a bilingual version (English in Bahasa Indonesia).

## **1.3 Significances**

Based on the objective above, the significance of the report and the product of this final project are expected to be useful for some parties:

### **1.3.1 For the writer**

The writer can apply writing skills, reading skills, editing, and translation skill when translating from Bahasa Indonesia into English in the content of the booklet.

### **1.3.2 For readers**

The domestic or foreign reader can get more detailed information about Sekar Waru Batik from this booklet and attract customers to buy the product.

### **1.3.3 For the owner of Sekar Waru Batik**

Owners can be used this final project product as a promotional medium that can promote their products by providing detailed and clear information to customers and reaching a wider range of customers.

### **1.3.4 For the student of an English Study Program**

The report and the product of this final project can be used as references to conduct a similar project for students.