

CHAPTER 1. INTRODUCTION

1.1 Background

Today, technology cannot be separated from humans in their daily lives. The fast development of technology has been able to change human thinking and behavior, especially in the application of marketing mix strategies, such as advertising, sales promotion, personal selling, and publicity (Agus Budihardjo, 2012). This is because technology is referred to as the era of globalization, which means a global process where development will continually advance and increase over time.

As for the role of information technology, the use of the Internet is very useful in industrial technology. Today is an excellent opportunity to disseminate information and communication via the Internet. Using internet devices can be a tool for ads or promotion of certain company products and services. (Dianilmu, 2018). It can be used to spread information, promote and market the products to the public so that it is widely known and can increase their product sales. In addition, with the internet, many industrial companies take advantage of marketing their services and products. They commonly use some social media platforms to promote their products and services, such as Facebook, Instagram, Youtube, TikTok website, and others. These online social media are also used by many batik home industries in Banyuwangi, such as a home industry that became the object of the writer's final project, namely the home industry of Yoko Batik.

Banyuwangi is one of the batik-producing cities in Indonesia, especially in Tampo village Banyuwangi, which the local community calls a batik village. The Tampo village has a batik home industry such as Tatsaka, Tresno, Najiha, Virdes, and Yoko Batik. Yoko batik is one of the home industries in Banyuwangi, which has been producing batik since 2015. From the promotions that the owner has done, namely by promoting using social media, one of which is Instagram and YouTube, it can be seen from the activation of the two social media, which is still minimal because it can be seen from the latest promotional developments on Instagram and

YouTube in 2021. Therefore, the lack of the newest information from these two digital promotions, the writer has the opportunity to create other promotional media, namely in the form of a promotional website that this promotional website supports detailed information and an attractive display for visitors when viewing this Yoko batik promotional website. From the statement of the owner of Yoko Batik about the uniqueness of Yoko Batik from others, he stated that Yoko Batik is one of the batik makers in the Tampo area which is known as a batik village but for its uniqueness Yoko Batik is like other home industries which makes batik patterns and motifs to be marketed and promotion, he stated that to support this, Yoko Batik put more effort into the service sector to be fast and serve the requests of buyers and owners. He also noted that this home industry was to create jobs for residents so they could work and be creative in making motifs. Yoko Batik also has motifs that are best sellers, such as *Kangkung Setingkes* (Kale vegetables tied with rope), *Blarak'an* (old coconut leaves), *Gajah Oling* (motif elephants), *Gedhek'an* (bamboo woven), and many others. This makes Yoko Batik a unique pattern. In addition, Yoko Batik produces many kinds of products made from batik such as clothes, bags, headbands, Scraft, etc. Therefore, the writer chose Yoko Batik home industry as the final project to create a website as a promotional medium.

To learn more about Yoko Batik, the writer conducted a preliminary study by interviewing the owner about promotional activities. The owner has promoted the products through social media such as Facebook with the account name (Mujiyoko), Instagram (@batik_yoko) and tube named (Yoko Batik), and Whatsapp (0857 3846 6610). Of the four social media platforms, it is known that Facebook is the least active as the owner needs to do more to maintain the promotion of batik, and there is not even any information about the products on Instagram. There is more information about the pictures of the products while the owner is less active in its promotion, and the last post was on August 29, 2021. Youtube only contains one video, which was last uploaded on August 27, 2021, and WhatsApp is used for ordering batik or other products. The problem with social media promotion is that the owner needs to provide the latest information about the Yoko Batik home industry products. So that a website can provide information

about Yoko Batik with a broad market. From this research review, marketing activities at Yoko Batik do not provide detailed information about the products being sold. There was little interaction between buyers and sellers that few followers could see, and the owner's account could have been more active for promotion. To expand the range of advertising, the owner needs other promotional media with complete features and information regarding Yoko Batik products and services, and also, it can reach more customer widely. Therefore, the owner asked the writer to make another promotional medium to promote their products by utilizing the online promotional medium to reach a broader target market.

The writer would fulfill the owner's demand to make online promotional in the form of a website. Considering the website is a platform that is easily accessible, and, of course, the features on the website have a lot of completeness to others. Utilization of SEO (*Search Engine Optimization*) can also be used so that it can be easily found and attract the attention of visitors. The website or blog has the opportunity to dominate search engines so that it can have more visitors or buyers than competitor websites (Maxmanroe, 2016). From the website link site, it can be placed on various social media such as WhatsApp, Instagram, Facebook, and Youtube or a bio description or caption. Another use of a website is that a website address can be shared with the public on any occasion, such as seminars, promotions, batik fashion events, UMKM, carnivals, and exhibitions, where the owner can introduce detailed information about his products and service through the website to visitors. The website would be bilingual, which is Indonesian and English, so domestic and international target markets can be achieved.

1.2 Objective

The final project aims to make a bilingual website as a promotional medium for Yoko Batik Home Industry Banyuwangi.

1.3 Significances

Based on the objectives described above, it is expected to provide significance to:

The owner can use the product of this final project as promotional media to promote and introduce Yoko Batik Home Industry Banyuwangi.

1.3.1 The Writer

The writer can apply her English skills by making a website, especially writing, reading, media development, and computer software skills. She will also learn and practice the skill to increase creativity in graphic design, content creation, and editing.

1.3.2 The Owner Yoko Batik Banyuwangi

The owner can use the product of this final project as promotional media to promote and introduce Yoko Batik Home Industry Banyuwangi.

1.3.3 The Customer

This final project product helps viewers get the details they need about Yoko Batik Home Industry Banyuwangi, such as the history, product collections, activities, price list, awards received and information about contact persons, social media, and location.

1.3.4 The Student of Language, Communication and Tourism

This product and the final project can be used as an additional reference for making a website as promotional medium for students of English Study Program