

## CHAPTER 1. INTRODUCTION

### 1.1 Background

Indonesia is an archipelago country that has many different tribes and cultures. One of the cultures in Indonesia is batik. Batik has developed into one of the icons and symbols of Indonesia culture. The art of batik is drawing on cloth for clothes which is one of the culture. Therefore, it can represent certain identities, such as between the nobles and the people. This causes the king's power and behavior patterns of the people to be the basis for the creation of batik (Andrian et al, 2019). Batik has various patterns of drawing which are spread among regions of Indonesia. Most of batik pattern or motifs has its own meaning symbol, according to Hadi Nugroho (2019), batik motifs were initially formed from meaningful symbols, such as traditional Javanese, Islamic, Hindu, and Buddhist nuances.

There are many batik industries in Java. One region that produces batik is Tulungagung, which has two kinds of batik techniques. One of them is Batik Satrio Manah. This home industry is located in Bangoan Village, Kedungwaru District, Tulungagung Regency, East Java. This home industry has unique batik pattern long lasting batik colors, this makes them famous in Tulungagung. It has several characteristics of flora motifs, such as roses, plate glass flowers, simpur glass, rose leaves, and taro leaves. Batik Satrio Manah also has fauna motifs, such as parrots and butterflies. This batik also has an affordable price and a variety of motifs, so that many domestic and foreign people are interested to buying the products of Batik Satrio Manah.

The writer asked the owner about the promotional media owned by Batik Satrio Manah. The owner explained that Batik Satrio Manah only promotes its products through social media such as WhatsApp, Instagram, and Facebook. The problem with promotional media Batik Satrio Manah is the content of the promotional media only displayed product photos. The language used in

their promotional media content is Bahasa Indonesia only, while they already have some international customers.

Based on the data of the preliminary study, the writer has discussed the problem with the owner to have a solution. In conclusion, the writer offered the owner an additional promotion medium in form of booklet and E-booklet. The chosen promotional media is booklet because this home industry still needs promotional media in the form of booklet. The booklet offered by the writer is bilingual booklet in English and Indonesian. The purpose is to expand the target market, which are local and foreign customers.

### **1.2 Objective**

The purpose of this final project is to make a bilingual booklet in Indonesia and English version as a promotional medium for Batik Satrio Manah Tulungagung.

### **1.3 Significances**

This final project is expected to be useful for the following parties. They are:

#### **1.3.1 For the Writer**

For the writer booklet and E-booklet can be a medium for a writer to apply her skills in writing and translating.

#### **1.3.2 For the Owner of Batik Satrio Manah Tulungagung**

For the owner of batik Satrio Manah Tulungagung. It can be a promotional medium to promote Batik Satrio Manah products to get more customers.

#### **1.3.3 For the Readers**

For the readers in local and foreign readers can get complete information about the products of Batik Satrio Manah Tulungagung.

#### **1.3.4 For the Student of English Study Program**

For the students of the English Study Program can use this final project as a reference to conduct the same project, especially in making a promotional booklet.