

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesian cultures and arts at this time have been known in the world because of its distinctiveness and uniqueness such as traditional dance, tribes, natural wealth, traditional clothes, and others. One of them is batik as traditional clothes. In this era, batik is used as daily clothes in formal and informal event by Indonesian. For example, in formal event, batik is used in traditional event or in office while for informal event, batik is used in daily life. Batik has a variety of types, pattern, motifs, and style in accordance with the areas of origin (Hadi et al, 2018). Each region has its own unique motif and pattern that are not owned by other regions.

Jember is one of the cities in East Java which is popular with the annual international fashion carnival as cultural tourism, because in Jember Fashion Carnival presents fashion show with typical carnival clothes. It cannot be ignored that many international tourists come to Jember. Automatically it makes the foreign tourists know about Jember and its culture that was shown in Jember Fashion Carnival. In general, participants of JFC use the unique and distinctive attributes city of Jember like batik with coffee and tobacco pattern as Jember city characteristics.

The writer is interested in that characteristic of Jember city. At that time the writer has been looking for batik galleries in Jember and finally the writer found Griya Batik Barata. Therefore, the writer conducted the preliminary study and did interview with the owner of Griya Batik Barata, the preliminary study was conducted on April 2019. The writer chose Griya Batik Barata because they had a beautiful batik pattern and good quality product with fair prices according to the customer's testimony of Griya Batik Barata. The writer asked several questions about Griya Batik Barata and its business information including production, business management, and marketing. The owner explained about business management, and how to market the product. Griya Batik Barata was led by the owner herself, her husband and many local employees. The owner said that there

is a problem of marketing. The owner wanted to increase target market of both of local and foreign customers. So far the owner only used social media such as Facebook, Whatsapp, and Instagram for marketing. However, the customer got difficulty to visit Griya Batik Barata to know the detail products. Therefore, the writer provided a solution for making a booklet as an offline promotional media to give detail information about the product of Griya Batik Barata.

Booklet is a printed promotional media in the form of a small book that contains detail information about company and its products. According to Gustaning (2014), booklet is one type of graphic media that are pictures or photos that will be present as attractive as possible to attract the customer attention.

Then, according to the owner, this booklet is needed for Griya Batik Barata because it will give more information and support its marketing to increase the target market both local and foreign customers who want to know more about the products and visit Griya Batik Barata. The owner also said this booklet to be displayed in exhibition. This booklet was in bilingual, Bahasa Indonesia for local customers and English for foreign customers.

1.2 Objective

The objective of this final project is to make a bilingual booklet as a promotional media for Griya Batik Barata to give detail information for both local and foreign customers and make them choose and buy the products of Griya Batik Barata easily.

1.3 Significances

Based on the objective, the report and product of this final project will give benefits to these following parties.

a. for the writer

The writer can improve her writing skill by creating script of final project and her translation ability by translating the script from Bahasa Indonesia into English version.

b. for Griya Batik Barata

The product of this final project can be used as promotional media for Griya Batik Barata. So, Griya Batik Barata can promote its products through offline media with this booklet.

c. for the readers

The readers can get detail information about the products of Griya Batik Barata and the readers can be interested to buy the product.

d. for the students of English Study Program

This final project and the product can be used as references for students of the English Study Program who want to conduct a similar final project, especially in creating a promotional media in the form of booklet.