

CHAPTER 1. INTRODUCTION

1.1 Background Knowledge

Batik is cultural heritage which is highly valued as characteristic of Indonesia. One of the existing indigenous culture since hundred years ago and has a high value is Batik (Rahayu, 2014). It has existed since the ancient time and well-utilised until nowadays. This is one of the aspects that significantly distinguishes Indonesia from other countries, especially in terms of cultural diversity. Therefore, United Nations Educational, Scientific and Cultural Organization (UNESCO) is officially recognized batik as the identity and culture of Indonesia on two October 2009. Batik is indeed an original culture of Indonesia which carries a symbol and philosophy within. The symbol and philosophy lies on batik motif is a part that makes batik itself is unique. Due to the uniqueness of batik, it can boost both local and foreign customer interest's to buy. This is a magnificent breakthrough that has been gained to enhance the perspective of other countries on Indonesian cultural wealthiest. In addition, popularity of batik itself cannot be separated by an important role of batik home industries participation scattered throughout many regions of Indonesia.

Various batik home industries in many regions managed to produce a variety of unique and elegant products. Basically, they have similarity in producing batik which can be seen in the aspect of its manufacturing processes, but the motifs painted are certainly divergent. According to Nurainun *et al.* (2008) that every region in Indonesia has the specific motifs as the characteristic. Motifs produced by many regions are having differences in the aspect of its meaning which refers to the icon or the symbol itself as the representation. Probolinggo for instance, it is one of the cities in East Java that is developing batik production. Several batik home industries in Probolinggo are manufacturing a variety of batik that has its own characteristics and uniqueness. The uniqueness of batik produced in Probolinggo can be seen in the aspect of the motif. The motifs are identical with Grape and

Mango since those fruits are one of the characteristics of the City of Probolinggo. One of the home industries that lies in Probolinggo is Selowaty Batik.

Selowaty Batik is one of Batik home industries located in Selogudig Kulon village, Pajarkan Sub district, Probolinggo regency. It was established by its owner in February 2013. Selowaty Batik home industry was formed due to the owner initiation's to develop batik in Probolinggo. The owner chose Selowaty as her brand name because it symbolizes the name of "Selo" which refers to Selogudig village as the place of batik production to date. Meanwhile the word "Waty" is essentially derived from Javanese word which means "Putry". The owner also said that the word "Selo" is also derived from Javanese word that has a meaning of "Batu". This Batik has its own uniqueness that completely distinguishes it from other batik products that are domiciled in Probolinggo region. The uniqueness of this batik can be seen in term of its motif that is identical to the stones as it name of "Selo". As of the time goes, Selowaty Batik home industry produces a variety of products. Unfortunately, the promotional media used is still inadequate. The author just found several media used to promote the products by surfing into the internet. Based on that condition above, the author decided to ask a permit to the owner of Selowaty Batik to make a new promotional media.

The author did a preliminary study to the owner of Selowaty Batik in Probolinggo. The author got further information about Selowaty Batik. In fact, the owner just has several promotional media used during the products marketing such as Facebook, Instagram and Official Website. Facebook and Instagram only provide pictures of batik that has been produced, the manufacturing processes and activities that has participated in. The looks of Facebook of Selowaty Batik can be accessed through <https://www.facebook.com/bunda.pinkpink> whereas the Official Instagram that is commonly used as the main promotional media can be accessed through <https://instagram.com/batikselowaty?igshid=1331kepgtdwf>. Meanwhile, the website is only providing pictures of Selowaty Batik home industry, address, operational time and the products. The looks of Official Website of Selowaty Batik can be accessed through <https://selowaty-batik.business.site/>. The existence of promotional media is essentially crucial to develop the business itself, stated the

owner. On the other hand, she has a busy activity to make another promotional media and has a limited knowledge in operating computer to make a new media. She has a busy life by being invited as a guest speaker to teach about batik. Other activities among are joining with a fashion show, attending an exhibition, participating in batik contests and more. These kinds of event truthfully can be a means for the owner to promote the products of Selowaty Batik Probolinggo. Therefore, she told the author that she needs to have a promotional media in form of booklet to promote the product of Selowaty Batik.

After having conducted an interview with the owner of Selowaty Batik Probolinggo, the author got recommendation in order to make a Booklet as additional promotional media. Booklet is handy media which is presenting a complete information that is supported by interesting images in order to make the readership is easier to understand the whole contents conveyed. It will be more effective to be used as the main promotional media than the current media since it is designed interestingly as well as completed with detail information of the company as well the product offered. In addition, the purpose of making a booklet is to assist the owner of Selowaty Batik Probolinggo in introducing and promoting about the uniqueness of Selowaty Batik Probolinggo. The owner also can be easily brought the booklet once she attends an event such as an exhibition to promote Selowaty Batik. After all, the author makes the booklet in bilingual version, namely Bahasa Indonesia and English. Both of local and foreigner customer can understand the message presented in the booklet easily.

1.2 Objective

The objective of the final project author is to make a booklet as promotional media of Selowaty Batik Probolinggo.

1.3 Significances

Based on the objective above, this final project will be definitely giving the advantages to the following parties:

1.3.1 For the author

This final project is giving an opportunity to the author to apply his skills who has been learned in English study program especially writing and translation. It also can be a means for the author to develop his knowledge on language components such as grammar and vocabulary in arranging the final project.

1.3.2 For the owner of Selowaty Batik Probolinggo

The booklet can be used as the main promotional media which is effectively useful to assist promoting and introducing the products both local and foreign customers.

1.3.3 For customers

The product of this final project can help both local and foreign customers to know the detail information about Selowaty Batik Probolinggo home industry as well as its products.

1.3.4 For English study program

Both the product and the report of this final project are expected to become references for the students of English study program that plan to conduct the similar final project.