

CHAPTER 1. INTRODUCTION

1.1 Background

Batik is a craft that has high artistic value and has become a part of Indonesian culture (especially Java). The history of batik itself cannot be known with certainty starting from when and where because each region has a different history. Batik becomes the legacy of Indonesia's ancestors since time immemorial. Based on Phalam Batik (2015), at first, the batik clothes just worn by royal family clothes then now batik became popular as people's clothing, both women and men. In its development, the batik art was gradually imitated by the nearest people and later expanded into the work of women in their household to fill leisure time. Furthermore, the variety of shades and colors of batik are influenced by various foreign influences.

Based on Phalam Batik (2015), at first batik had a limited variety of styles and colors and some styles could only be used by certain circles. But coastal batik absorbed various outside influences such as foreign traders and also eventually the invaders. Nike Free 6.0 Mujer Bright colors like red were popularized by the Chinese and also popularized the phoenix (firebird) style. European colonists are also interested in batik and the result is a flower pattern that was previously unknown (such as tulips) and also objects carried by the invaders such as buildings or horse-drawn carriages as well as their favorite colors such as blue. But traditional batik still retains its style and is still used in traditional ceremonies because usually, each style has its symbolism.

Nowadays, the Indonesia fashion world, especially batik has been popular. It is caused the motif of batik are created by the creative ideas of Indonesian batik artist. Many regions competing to create creative ideas and make new batik motifs that are identical to region, for example, batik nitik from Yogyakarta, batik singa barong from Bali, batik mega mendung from Cirebon, batik parang rusak from Solo, batik priyangan from Tasikmalaya. The motif of Jember batik created are the result of the creativity of local batik artist that would

be characteristic of Jember. One of the best batik's maker is Rezti's Batik Mboloe.

Rezti's Batik Mboloe started his business in 2012 until now. To gather further information about batik Jember. The writer conducted a preliminary study by interviewing the owner of Reztis Batik Mboloe in Ambulu – Jember. Based on the interview had been done the writer got information about the products of Reztis Batik such as educational tour, batik sogan, mukena batik, taplak batik, batik uses natural dyes and batik uses synthetic dyes. He mentioned that only used social media (Facebook and Instagram) to promote and attract his product. From those social media, just provide some pictures about Reztis Batik and there is no information more about the product so that, the customer only can see the contain photos of his product and the customer still get confused to choose the design that they want. Therefore, to introduce his product to the general society, he contributed to some cultural workshop and event's which is held by the government of Jember. Based on the condition, the owner of Reztis Batik Mboloe mentioned that they need specific promotional media to promote their product, which is Booklet, such has many benefits rather than other promotional media.

From the explanation above, it can be concluded that Reztis Batik needed a promotional medium in the form of a booklet. Thus, the writer decided to make a booklet as a promotional medium for Reztis Batik to provide complete information about Reztis Batik and attract customers. The booklet would be written in bilinguals, English for foreign tourists and Bahasa Indonesia for domestic tourists.

1.2 Objective

The objective of this final project was to make a promotional booklet of Reztis Batik Mboloe in Ambulu District, Jember Regency.

1.3 Significances

This final project is expected to be beneficial to the following parties:

a. For the writer

The writer can improve her English skill in writing (writing the content of the final project and draft of the booklet).

b. For the owner of Reztı's Batik Mboloe in Ambulu – Jember

The product of this final project (booklet) can be promotional media for Reztı's Batik Mboloe in Ambulu – Jember that can attract customers to buy a product of Reztı's Batik Mboloe in Ambulu – Jember.

c. For the local and foreign customers

The tourist or prospective customers who want to buy the product of Reztı's Batik Mboloe can get more information about the product by reading the booklet.

d. For Students of English Study Program

The report and product of this final project can be used as references for students of English Study Program who conduct similar topics for their final project in the future.