

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia has a lot of diverse cultural heritages spread over 38 provinces from Sabang to Merauke. One of the famous cultural heritages among Indonesians is batik. Batik is the art of drawing on white fabric for clothes; the motifs and symbols drawn always have a philosophy related to Javanese culture (Kustiyah, 2017). Batik was a traditional cloth that the kings and royals usually wore in the palace in ancient times. Over time, batik was not only worn by royals but also became a necessity for industry. United Nations Educational, Scientific and Cultural Organization (UNESCO) recognized batik as a Masterpiece of Oral and Intangible Heritage of Humanity on October 2, 2009 (Maiyang & Taqyuddin, 2021).

Following UNESCO's recognition, the batik industry development in Indonesia has significantly benefited. This is proven by the increase of the batik industry by up to 15% in 2015 compared to the previous year (Rahmawati et al., 2022). Furthermore, Rahmawati et al. (2022) suggested that this increase is also an opportunity to make more eco-friendly innovations in the Indonesian batik industry. One type of batik that is eco-friendly is batik eco print. Batik eco print started to be known in Indonesia around 2016. Eco print is a method of making batik with natural dyes from tannins, leaves, or roots placed on the cloth and then boiled. Batik eco print home industry is established in many regions in Indonesia such as Surakarta, Jogjakarta, and Jombang. Jombang is one of the regions in East Java that supports the development of the batik eco-print home industry. One of the established batik eco print home industries in Jombang is Green Art Eco Print.

Green Art Eco Print is a batik eco print home industry that utilizes natural resources. Green Art Eco Print has several products offers such as eco print cloths, shoes, hats, and bags. Each product has a different price depending on the results

of the print motifs and the difficulty in making the products. Based on the superiority mentioned above, the writer decided to conduct a preliminary study to obtain more information about Green Art Eco Print.

The writer interviewed the owner of Green Art Eco Print for a preliminary study to obtain information about the existing promotional media and the target market. Based on the preliminary result, this home industry only uses Instagram and joins exhibitions to promote the product. However, The Instagram account is not a comprehensive promotional medium for this home industry because of the lack of information about the product on the post. The post on Instagram only consists of product pictures and previous exhibitions without detailed information. The owner stated that Green Art Eco Print has no offline store that is run by the owner, the owner sells the products only at exhibitions and has some resellers who sell the product via e-market and offline stores. The target market of Green Art Eco Print is local and foreign customers. Besides, the owner said that when joined previous exhibitions which have around 60% of the customers were foreigners, so Green Art Eco Print had problems with the language to promote the products to foreign customers. Based on the issue, the owner stated that Green Art Eco Print needs a bilingual promotional medium.

Based on the discussion with the owner, the writer proposed a booklet as an additional promotional medium for Green Art Eco Print. According to Pralisaputri et al. (2016), a booklet can disseminate information quickly and easy to carry everywhere. The booklet that the writer proposed to design will be in the form of printed and electronic (e-booklet) to improve the offline and online promotion of Green Art Eco Print. The printed booklet will be distributed to customers during exhibitions and the electronic one will be displayed on the social media of Green Art Eco Print. The booklet will be written in Indonesian and English to help Green Art Eco Print promote the products to local and foreign customers.

1.2 Objective

The objective of this final project was to a booklet as a promotional medium in a bilingual version (Indonesian and English) for Green Art Eco Print to help Green Art Eco Print to promote the products.

1.3 Significances

Based on the objective, the significances of the final project and product were expected to be helpful for some parties:

1.3.1 For the Writer

The writer can apply her writing skills in writing a proposal, a script, and a final project report; computer skills in editing and designing a product; and translation skills in translating script from Indonesian to English.

1.3.2 For the Customers of Green Art Eco Print

Local and foreign customers can get detailed information that they need about Green Art Eco Print and attract them to purchase the offered products.

1.3.3 For the Owner of Green Art Eco Print

The owner can use the product of this final project as a tool to promote and give information to the customers about Green Art Eco Print when holding exhibitions.

1.3.4 For the Students of the English Study Program

The final project report and product can be used as references to conduct a similar project for the students of the English Study Program.