

## **CHAPTER 1. INTRODUCTION**

### **1.1 Background**

Indonesia is one of the countries that had many diverse cultural heritages. Indonesia's mixed cultural heritage is due to the characteristics, unique art styles, and creativity of the people in each region. One of Indonesia's famous cultural heritages recognized by UNESCO is batik. According to Nareswari et al. (2023), UNESCO officially recognized batik as an intangible cultural heritage on October 2, 2009. Batik is a type of cloth decorated with unique motifs and has developed over time, making it a work of cultural heritage (Sudarwanto, 2019).

In various parts of Indonesia, different batik motifs can be found, each representing the unique patterns of batik in that region. Additionally, Indonesia is home to many batik-producing cities, such as Cirebon, Banyumas, Pekalongan, and others (Prasetyo, 2016). The batik industry has excellent potential in paving the way for the culture in Indonesia and, of course, helping remote villages to be better known for their batik products. One of the unique batik with distinctive motifs is Banyuwangi batik, which includes several motifs such as elephants, dragon fruit, coffee, and lotus leaves.

Banyuwangi is one of the regencies with different batik motif patterns from other regions. Batik motifs that are made not only look beautiful to the eye but also have meanings that are closely related to the existing environment. The characteristics of Banyuwangi batik motifs are made to display beauty and describe the philosophy of social life and the natural atmosphere in Banyuwangi. One of the philosophies contained in Banyuwangi batik is the Gajah Oling (Elephant) motif, this Gajah Oling (Elephant) motif is produced by one of the batik producers in Banyuwangi, namely Kinnara Kinnari Batik Banyuwangi.

Kinnara Kinnari Batik Banyuwangi is a batik home industry that produces various kinds of Banyuwangi typical batik motifs. This home industry is located on Jl. Sukamade, Sumberagung Village, Pesanggaran sub-district, Banyuwangi Regency, East Java. Kinnara Kinnari Batik Banyuwangi uses two kinds of batik making techniques, namely written batik and stamped batik. The batik products used cotton fabric with natural color combinations in each fabric motif. There were several motifs produced by Kinnara Kinnari Batik Banyuwangi such as Gajah Oling (Elephant) motif, which was a typical Banyuwangi motif. There were also Buddhist motifs such as Roda Dhamma (Dhamma Wheel), Daun Bodhi (Bodhi Leaf), and Bunga Teratai (Lotus Flower). Buah Naga (Dragon fruit) motifs which were natural motifs. In addition, there were classic or archipelago motifs such as Parang (Machete), Kawung, and Liris. The motifs produced were inspired by the cultural acculturation of Indonesia, the natural wealth of Indonesia, and the symbols of Buddha Dhamma.

The writer obtained information through an offline interview in July 2023 with the owner of Kinnara Kinnari Batik Banyuwangi industrial home. She said Kinnara Kinnari Batik Banyuwangi only promoted its products through social media, such as Instagram (@batik\_kinnara\_kinnari), WhatsApp (085234218387), Facebook (Kinnara Kinnari Pesanggaran), and Shopee (Batik Kinnara Kinnari). Unfortunately, Kinnara Kinnari Batik Banyuwangi social media lacked detailed information about the products it produced, such as available motifs, offered fabric sizes, product prices, and the facilities that can be used by customers. The Instagram account was not very effective because it only focused on product photos and batik-making process videos without providing comprehensive information such as prices, sizes, and types of batik motifs. Additionally, the lack of explanation about the facilities at the Kinnara Kinnari Batik Banyuwangi home industry confused potential buyers and reduced their interest. Currently, the WhatsApp account is only used for communication interactions, not for sharing product information. Meanwhile, on Facebook, the last update was on 29 August 2021 and Shopee accounts were less active in uploading the latest batik product photos. The owner explained that Kinnara Kinnari Batik has participated in

several exhibitions and workshops. Therefore, the owner of Kinnara Kinnari Batik needed other promotional media that can easily be distributed to customers when holding exhibitions, workshops, or participating in certain events. Moreover, the owner of Kinnara Kinnari Batik Banyuwangi wanted her products to be better known by local and foreign communities and increase product sales. Based on these reasons, the owner of Kinnara Kinnari Batik Banyuwangi needed another promotional medium that can provide detailed information to customers about Kinnara Kinnari Batik Banyuwangi, to increase product sales.

Based on the information above, the owner did not yet have a booklet as a promotional medium. Therefore, the writer and the owner agreed to choose a booklet as a promotional medium to fulfill the promotional needs of Kinnara Kinnari Batik Banyuwangi. The owner mentioned that needed both print booklet and e-booklet media to complement their promotional efforts. The booklet can be used primarily in promotional activities and events because it can serve as a promotional tool for direct and focus on online sales. Therefore, the booklet was used in two bilingual versions: Indonesian and English. The Indonesian version was used to facilitate local customers in understanding information about Kinnara Kinnari Batik, while the English version was aimed at international customers. The e-booklet was used to attract online customers, and it was also uploaded to Kinnara Kinnari Batik's Instagram account in the form of photos. Meanwhile, the printed booklet version was used as a promotional tool for offline customers.

## **1.2 Objective**

This final project aimed to create a bilingual booklet in Indonesian and English version as a promotional medium for Kinnara Kinnari Batik Banyuwangi to attract local and foreign customers to buy batik products.

## **1.3 Significances**

Based on the significances this final project is expected to have some important benefit to several parties involved, namely:

#### 1.1.1 For the writer

This project is expected to be a strategic medium for the writer to practice composing sentences correctly and apply her writing skill. The writer can also improve her translation skill by creating a script used in booklet content from Indonesian to English.<sup>5</sup>

#### 1.1.2 For the Readers

This project is expected to be helpful for both local and foreign readers to get more detailed information about Kinnara Kinnari Batik Banyuwangi products.

#### 1.1.3 For the Owner of Kinnara Kinnari Batik Banyuwangi

This project is expected to be beneficial for the owner of Kinnara Kinnari Batik Banyuwangi as a promotional medium to promote products through a booklet for local and international customers.

#### 1.1.4 For the Students of the English Study Program

This project is expected to be helpful for students of the English Study Program as a supporting reference in doing the final project, especially in making a promotional medium in the form of a booklet.