

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia has a lot of cultural heritage and diversity on every island, one of which is batik. Batik has been recognized by UNESCO (United Nations Educational, Scientific and Cultural Organization) as a Masterpiece of the Oral and Intangible Heritage of Humanity from Indonesia. Based on the types, batik is divided into three main types: written, stamped, and printed. Sara et al. (2019) stated that eco print is one kind of printed type of batik. Eco print comes from the word “eco” which means ecosystem (nature) and the word “print” which means the technique of painting batik. The characteristic of batik using the eco print technique is made by printing with materials from the natural environment. The print technique uses natural elements without synthetic or chemical ingredients inside. The materials used for Eco Print are leaves, flowers, and stems.

Eco print was introduced in Indonesia in 2016, The tradition of natural dye and textile arts make the eco print technique a special attraction for the local community. Indonesia has several cities that develop eco print, including Jombang. Jombang is one of the batik producers in East Java. The existence of several vocational schools that implement batik extracurricular activities outside of school, and support many batik home industries in Jombang is why Jombang is one of the eco print locations that supports the development of eco print batik.

Among several eco print industries in Jombang, Green Art Eco Print Jombang is one of the home industries that can survive after the pandemic. These factors make the Green Art Eco Print Jombang business can be said to be feasible for future sustainability. Based on that, the writer is interested in doing a preliminary study to get information on Green Art Eco Print Jombang.

Based on the interview done as a preliminary study with the owner of Green Art Eco Print at Jl. Soekarno Hatta 11, Peterongan sub district, Jombang district, East Java. The writer learns that Green Art Eco Print Jombang is still productive in producing and marketing eco print products. Green Art Eco Print only has one type of promotional media, Instagram (@greenart.ecoprint). The owner stated that Green

Art Eco Print is supported by national and international exhibitions which are attended every month. The owner said that she had a target market in international and wanted to expand with online marketing media. Vrontis (2008) stated that Information technology (IT) and the use of the internet in various industries have benefited both consumers and companies as it allows a faster, easier, more convenient, and more flexible provision of goods and services. The writer purposed to create a website as a promotional medium that can provide online marketing to have detailed and comprehensive information and introduce the products to local and international customers about Green Art Eco Print.

The writer purpose is to create a bilingual website for optimizing what the owner needs. The use of a website helps the owner to have online media marketing, and support with bilinguals can help to expand the international customer's visitors to get information about Green Art Eco Print from two languages (English and Indonesian). This website provides detailed and comprehensive information about Green Art Eco Print, such as the profile and history of Green Art Eco Print, the price range of the product, testimonials, and contact person to help the future promotional in the home industry. The website be linked to WhatsApp, Instagram, and other social media for the customer to purchase the product. The website is displayed on the Instagram bio. It uses a barcode to help find the website in any pamphlet or event to reach more customers and be used by the owner to promote an event or exhibition event.

1.2 Objective

The writer's project is to make a bilingual website as a promotional medium to promote Green Art Eco Print Jombang.

1.3 Significance

The product of this final project give some benefits to the following parties.

1.3.1 For the writer

The writer can improve script writing for the final project report and computer skills (to create a website), editing skills (Canva and Adobe), and translation skills when making the final project product.

1.3.2 For the Owner of Green Art Eco Print Jombang

The owner of Green Art Eco Print Jombang can use the product (a bilingual website) of this final project as a promotional medium of Green Art Eco Print Jombang.

1.3.3 For the Students of the English Study Program

This final project report and project can be a reference for students of the English study Program Politeknik Negeri Jember who want to create the same final projects, especially websites for promotional media.

1.3.4 For the Customers of Green Art Eco Print Jombang

The final project can help the customers of Green Art Eco Print Jombang to know about the history, product, range price list, and also the contact information to buy or repurchase the product of Green Art Eco Print from the internet, especially the website.