

## CHAPTER 1. INTRODUCTION

### 1.1 Background

Indonesia has many cultural products such as dances, batik, traditional clothing, and traditional houses. One of Indonesia's most famous cultural products is batik. Batik is a term used to refer to patterned fabrics made with a resist technique using wax “*malam*” (Nurainun et al., 2008). Batik has become a characteristic of the Indonesian national dress code for Indonesian people at both large and small events.

Batik has different motifs and meanings because batik is a characteristic of each region. On the island of Java itself there are different batik motifs in each city for example batik *parang kusumo* from Solo, batik *mega mendung* from Cirebon, *gajah oling* from Banyuwangi, *lok chan* from Tuban, and many more. Therefore, there are many batik industries in Indonesia. Batik industry in Indonesia is numerous and diverse, especially in the East Java area. East Java has many batik home industries, especially in Bondowoso. There are lots of home batik industries in Bondowoso. One of the batik home industries in Bondowoso is Batik Jati Mas. The location of Batik Jati Mas is in Lengkong, Tegaljati, Sumberwringin, Bondowoso Regency, East Java 68287.

Batik Jati Mas Bondowoso was a batik home industry that produced various kinds of Bondowoso typical batik motifs, using two types of batik making techniques: written batik and stamped batik. Apart from that, Batik Jati Mas Bondowoso was also located in a beautiful place, in the middle of the countryside and surrounded by beautiful rice fields. The journey to the Batik Jati Mas Bondowoso location also offered very beautiful views. Because Batik Jati Mas Bondowoso itself was located at the foot of Mount Ijen, the journey to the location was treated to views of green rice fields and also views of several surrounding mountains.

The writer conducted preliminary study by visiting the industry to get some information. The owner explained that Batik Jati Mas Bondowoso only promotes its products through social media such as Instagram (@*batik.jatimas*), Facebook (@*batik jatimas*), and WhatsApp Business (+62 852-5850-2668). On

Instagram with 167 followers with 75 posts, the content contains product photos along with incomplete information only about product images, motifs and materials while prices and types of batik are not explained. The last post was also a long time ago in 2022. On Facebook with 423 followers, the owner did not post the product and there is not even any information about the products, the last post was in 2021. Meanwhile, WhatsApp Business is used for customers to order batik or other products.

With this problem, the owner needed another promotional medium. The owner wanted the writer to make a booklet for Batik Jati Mas Bondowoso. The owner hoped that, with the booklet, Batik Jati Mas Bondowoso could develop and be widely known by domestic and foreign customers. The owner also wanted to join in several events, both national and international, such as seminars, batik fashion events, carnivals, and exhibitions. It was expected that by bringing this booklet, it could help provide detailed information about the products. This booklet was written in 2 languages, namely Indonesian and English. This booklet was also made in 2 versions, namely a digital version and a printed version, which could be used for promotions via social media and in stores.

A booklet is used as a medium to increase promotion by providing information about the product (Satmoko & Astuti, 2006). According to Kurnianingsih (2019), a booklet is a medium in the form of a small book containing text or images that has an advantage over other visual media. Booklet can be easily created by combining pictures and text containing complete information in a 15 X 21cm book, making them easy to carry. From the explanation above, it can be concluded that booklets are a form of printed media used to promote a product or company. In conclusion, the booklet contains information about a product or company accompanied by images.

## **1.2 Objective**

The objective of this final project was to make a bilingual booklet as a promotional medium for Batik Jati Mas Bondowoso.

### **1.3 Significances**

Based on the objectives, the final project provided benefits to the following;

#### 1.3.1 For the writer

By conducting this final project, the writer was able to use editing skills in editing and designing booklet, writing skills in making the script, translating skills in translating the script from Indonesian into English.

#### 1.3.2 For the Owner of Batik Jati Mas Bondowoso

The owner hoped that with the booklet, it could be used as a promotional medium for Batik Jati Mas Bondowoso, which could attract both domestic and foreign customers' interest in buying the products.

#### 1.3.3 For the Customers

For the customers, this booklet helped them to get more detailed information about Batik Jati Mas Bondowoso products. After getting the information, the customers were attracted to buy the products.

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

The report and the product of the final project were used as a reference, especially in making a promotional booklet.