

## CHAPTER 1. INTRODUCTION

### 1.1 Background

Batik has become a very important cultural heritage and is considered a symbol of national identity. Batik is not just a cloth decorated with beautiful motifs, but also a mirror of a nation's rich culture. Behind each pattern and color are values, traditions, and identities that have been passed down from generation to generation. According to Hartati (2009) as cited in Aditya (2014) batik has been validated as the cultural heritage of Indonesia by the United Nations Educational, Scientific, and Cultural Organization (UNESCO) on 2 October 2009. According to Nurainun et al. (2008), batik is a patterned cloth which the making process using the resist technique with hot wax. Each batik has a different pattern, then the pattern will used to make a batik framework. The batik framework is a combination of lines and shapes. If combined into one, it will form a motif. In Indonesia, batik motifs are still attached to traditions that have been heritage from generation to generation. Therefore, each region has batik with its characteristics.

Batik has unique characteristics. The distinguishing from other characteristics are the gradual way of coloring, symmetrical patterns, and a variety of motifs, more than one. The batik industry in Indonesia is generally small and medium-sized, often called *Usaha Mikro Kecil dan Menengah (UMKM)*. It is a business carried out by individuals or groups, even the business has become the livelihood of some people in Indonesia. The batik industry has recently grown rapidly after declining in 1997 due to the economic crisis that hit Indonesia (Nurainun et al., 2008). Currently, the batik industry in Indonesia is divided into several regions, especially on the island of Java. Which later became the name of these types of batiks, such as Batik Pekalongan, Batik Surakarta, Batik Yogyakarta, Batik Lasem, Batik Cirebon, Batik Sragen, and Batik Magetan. Magetan has many batik industries. One of them is the Sembogem Batik Home Industry.

Sembogem Batik Home Industry located in Bogem Village RT 07/RW 02, Kecamatan Kawedanan, Kabupaten Magetan, Jawa Timur. The uniqueness of Sembogem Batik lies in motifs. The motif in Sembogem Batik Home Industry is

the result of the owner Sembogem Batik creation, which is pure from the owner's idea. The motifs can be floral motifs, such as leaves, bamboo, and flowers, and abstract motifs. It also serves custom order motifs based on customer wishes outside the motifs offered by the owner. Besides, batik tulis also become one of the unique batik in the Sembogem Batik Home Industry, because the owner only produces one sheet with a certain motif. After all, the number is limited. Usually, this written batik is very desirable to batik collectors.

With all the uniqueness explained above, it is expected that the number of sales of Sembogem Batik Home Industry is high. However, a different fact was found while the writer conducted a preliminary study on August 6, 2023, by interviewing the owner. The number of sales is relatively decreasing in the last 2 years. Furthermore, according to the owner, Sembogem Batik Home Industry has difficulty in promoting their product. The promotional media they use was WhatsApp and Instagram. The owner used WhatsApp to communicate with customers and promote the batik through the story WhatsApp. The owner has two accounts on Instagram. The first account is @batik.sembogem with 1175 followers. The account provides the process of making batik, orders from customers, achievements, and contact persons. The second account is @batik.sembogemcatalog with 580 followers. The account provides various kinds of batik that are sell in the Sembogem Batik Home Industry. Although has a considerable number of followers, but the number of likes obtained in every single post is not the same as the follower counts in the account Instagram Sembogem Batik Home Industry. Based on the observation, the average number of likes obtained is only 3 to 20. The promotional media is considered less interesting because the information displayed on their Instagram account still incomplete.

Based on the above problems, the owner of Sembogem Batik Home Industry wanted promotional media that can be accessible by the targeted local and foreign customers in the form of printed and digital. The promotional media chosen is a booklet. The reason for choosing a booklet as a new promotional media is to help promote the products sold in the Sembogem Batik Home Industry. The booklet is considered an effective promotional media, because the booklet has structured

language, making it easier to understand by many people. Not only writing that contains information about the product but adding the product photos and attractive design will increase consumers' interest in seeing the products that sell in the Sembogem Batik Home Industry. Also the writer used two languages, English and Indonesian. The Indonesian version is for local customers. Meanwhile the English version is for foreign customers. So hopefully this booklet can make it easier for local customers or foreign tourists who want to know information about the Sembogem Batik Home Industry.

## **1.2 Objective**

The objective of the final project is to make a bilingual promotional Booklet for the Sembogem Batik Home Industry.

## **1.3 Significances**

Based on the objective mentioned, this final project was to be helpful for the following parties.

### **1.3.1 For the writer**

The writer can apply the translation skills and writing obtained during college in making booklet promotional media.

### **1.3.2 For the Customer Sembogem Batik Home Industry**

The product can help customers to see the kinds of batik motifs sell in the Sembogem Batik Home Industry.

### **1.3.3 For the Owner Sembogem Batik Home Industry**

The product can help the owner to promote and attract the customer through a booklet as a promotional medium.

### **1.3.4 For the Student of the English Study Program**

This project can be used as a reference for the final project for the Student of English Study Program especially making booklet promotional media.