

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is a country that has a diversity of cultures, traditions, and religions. Cultural diversity contains important values, norms, and implied meanings. Our ancestors passed these elements down from generation to generation as a form of Identity. One of the cultural diversity inherited in Indonesia is Batik. Batik is an Indonesian cultural icon in the form of patterned cloth with a unique manufacturing process to form specific patterns and coloring. Batik is also a local product that generally has a characteristic motif inspired by each region's cultural and tourism potential. These various motifs are influenced by each region's beliefs and regional characteristics poured into a piece of cloth (Trixie, 2020). Similarly, Bondowoso Batik has various motifs from existing traditions and tourism, such as cassava leaves, Topeng Kona, Gerbong Maut, Batu So'on, Coffee Beans, and Calok Ngandung. These become ideas for making batik. Thus, batik is expected always to be preserved and developed, especially by the Indonesian people.

Yunani (2019) stated that at first, batik activities were limited and carried out only within the scope of the Palace, and nobles used the batik produced. As time goes by, a lot of Indonesians have started making batik. Therefore, a great number of Indonesians have developed batik home industries. Batik home industry in Indonesia is growing and spreading in various regions, where each place has a diverse characteristic motif and philosophical meaning. Ananda and Ashaluddin (2016) stated that the batik home industry is classified as an informal or home industry whose production is related to local wisdom and local resources and prioritizes handmade products. Batik home industry can expand employment in the surrounding community, improve the community's economy, and reduce unemployment. One of the batik home industries in Indonesia is Daweea Batik Bondowoso, East Java.

Daweea Batik was a batik home industry that was established in 2010. Until now, the products created by Daweea Batik had included not only written batik

but also stamped batik and painted batik. In making batik, Daweea Batik used two kinds of dyes: natural and synthetic. Additionally, Daweea Batik had a unique coloring style, combining Javanese and Madurese batik colors. This uniqueness led the writer to choose Daweea Batik as a partner in completing the final project, apart from its various motifs.

Based on offline interviews as a preliminary study, the writer got information that Daweea Batik promoted its products through social media such as Instagram at @daweea_batik, Facebook at Sanggar Daweea Batik, and WhatsApp at (0852-3445-4880/0822-4992-6669). Although Daweea Batik has various social media, the promotion of its products should still be maximized due to the incomplete presentation of information. Moreover, the owner said Daweea Batik often participates in various exhibitions and needs printed and digital promotional media to help customers get more information about Daweea Batik. In addition, the owner of Daweea Batik wants her products to be better known by local and foreign communities, of course, to increase sales.

Based on the discussion with the owner, the booklet was chosen as an additional promotional media that can fulfill the promotional needs of Daweea Batik Bondowoso. Pralisaputri et al. (2016) stated that a booklet is an informative book whose contents must be precise, easy to understand, and accompanied by pictures. The booklet was to be printed and electronically made. Both booklet versions aimed to expand the market and business reach so that local and foreign communities could better know Daweea Batik. The booklet was expected to maximize offline and online promotional activities. The printed booklet was to be placed in Daweea Batik itself. Meanwhile, the electronic booklet was to be uploaded to Daweea Batik's social media account.

1.2 Objective

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

1.3 Significances

The results of this final project could be useful to several parties:

1.3.1 The Writer

This final project allowed the writer to develop and apply the knowledge and abilities obtained while studying in the English Study Program, such as reading, writing, and translation. In addition, the writer also developed skills in computer skills and editing.

1.3.2 The Owner of Daweea Batik Bondowoso

The booklet that was made undoubtedly be used as a promotional medium to provide information and promote and introduce the products and business profile of the Daweea Batik Bondowoso Home industry in detail.

1.3.3 The Customers

The products produced from this final project helped customers, both local and foreign communities, recognize and learn about Daweea Batik Bondowoso's products.

1.3.4 The Students of the English Study Program

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