

# CHAPTER 1. INTRODUCTION

## 1.1 Background

Indonesia is one of the countries that is rich in diverse cultural heritage, and each region in Indonesia has its artistic characteristics that reflect its region and culture. One of Indonesia's famous and worldwide cultural heritage is Batik. According to Parmono (2013), batik is the art of making clothes by painting on cloth with certain techniques using wax materials. Also, this batik has been part of Indonesian culture since ancient times. On October 2, 2009, the United Nations Educational, Scientific, and Cultural Organization (UNESCO) officially recognized batik as Indonesia's cultural heritage and declared it a national batik day on October 2, 2009.

One of the Batik in Indonesia as culture heritage is Daweea Batik Bondowoso. Daweea Batik is located in Pucang Anom village, Jambesari Darus Sholah sub-district, Bondowoso district, East Java. Daweea Batik Bondowoso is supported by the uniqueness of the fabric, which is neither too light nor too dark, and this is what makes Daweea Batik different from other home industries in Bondowoso. The products made by Daweea batik are mostly written and stamped batik cloth with various motifs typical of Daweea batik itself. However, the owner of Daweea Batik also accepts written batik orders that can be requested according to the customer's motif request.

Daweea Batik Bondowoso was established in 2010. Based on a preliminary study with the owner conducted regarding promotional activities, Daweea Batik promotes its products on various social media such as Instagram (@daweea\_batik), Facebook (@sanggar daweea batik), and WhatsApp (082249926669/085234454880). However, social media promotion is less information because the owner rarely updates information related to Daweea batik. Also, the information provided on social media is limited, such as the price of batik, types, and sizes. Even on Instagram, the owner only posts information about Daweea batik once a month.

The owner of Daweea Batik Bondowoso stated that Daweea Batik had a goal that the products from Daweea Batik can reach the international market and also expand the marketing of Daweea Batik. In this situation, the writer helps Daweea Batik achieve this goal. Website is an effective and efficient online promotional media for the industry. By using a website, businesses can provide information about products, prices, and owner contact information, Maharani et al (2021). Customers or visitors can receive information quickly, easily, and, precisely through this website. In addition, website also provides a language transfer feature so that people in different countries can read the information on it.

The writer proposed to design a website to promote Daweea Batik and to make Daweea Batik customers easier to access information about Daweea Batik. Now, customers are accustomed to using the Internet to find information. By using online promotional media as a website, customers can easily access information about Daweea Batik. The first reason for the need for promotional website for Daweea Batik is that the owner wants to increase the marketing of Daweea Batik. Second, Daweea Batik had promotional media that can be updated, and information can be added according to its provisions. Third, website that the writer created is a bilingual version, Indonesian and English. This is because the owner of Daweea Batik also wants Daweea Batik products to reach the international market. By using a bilingual website, batik products can be accessed by the local and international markets. With this website, domestic and foreign customers get information about Daweea Batik completely, so that the promotion of Daweea Batik can be considered successful.

## **1.2 Objective**

The objective of this final project is to created a bilingual website in Indonesian and English to promote Daweea Batik Bondowoso. Indonesian is used to promote products to the local market, and English is used to promote products to the international market. Features of both languages were contained in one dynamic website.

### **1.3 Significances**

Based on the objective above, this final project report was expected to provide benefits to the following parties:

#### **1.3.1 The Writer**

The writer applied writing and translating skills when making the content of the final project product. The writer also had the opportunity to improve her computer skills.

#### **1.3.2 The Owner of Daweea Batik**

The website could help introduce and promote Daweea batik products to a wider audience. Using two languages for this website could help Daweea Batik reach the local and international markets.

#### **1.3.3 The Customers**

The website could help Daweea batik customers get complete information about products, prices, locations, and contact owners.

#### **1.3.4 The Students of the English Study Program**

Students of the English study program, Politeknik Negeri Jember, can make this final project as a reference for doing similar final projects, especially making websites as promotional media.