

CHAPTER1. INTRODUCTION

1.1 Background

Indonesia is a wonderful country that has a rich culture. One of the cultural arts that is popular internationally namely batik. According to Ishwara et al., (2011), batik is a fabric made from wax and mori cloth. The pattern uses wax as a color barrier, and the part covered in wax cannot be mixed with all the colors used. By the time of globalization and industrialization, there are many ways of making batik. New varieties of batik known as printed batik and stamped batik have appeared.

Batik's inclusion as a part of the world's intangible cultural heritage has a positive effect on how well-known Indonesia is in the world. It can boost exports, increase the number of foreign investors in Indonesia, and, of course, be used as a way to introduce local culture to foreign tourists visiting Indonesia.

There is one of the batik home industries in Banyuwangi, East Java, Indonesia, namely Kinnara Kinnari batik. This home industry has existed and has been established since 2020. Kinnara Kinnari batik was originally developed by a group of women from the Panca Theravada Vihara (Lima Vihara). Based on an interview with the owner as part of a preliminary study, the characteristics of Kinnara Kinnari batik itself are inspired by local culture, the natural wealth of Indonesia, and Buddhist Dhamma. When creating batik, Kinnara kinnari Batik uses an intriguing pattern motif. The elephant motif, a classic Banyuwangi motif, is one of the many motifs that are manufactured. Buddhist symbols like the Dhamma Wheel, Bodhi Leaf, and Lotus Flower are also present.

Batik home industry sector has undergone ups and downs in visitor numbers as a result of its promotional medium, despite having unstable sales in its early years. Kinnara Kinnari Batik exclusively advertises its products on social media platforms like Instagram (@batik_kinnara_kinnari) on Instagram itself, there is information about the products available at Kinnara Kinnari, contact information, testimonials, and the manufacturing process, Shopee (batik kinnara kinnari) shopee provides information about available products and price information that can be

seen directly by prospective buyers so there is no need to ask via the contact information and WhatsApp Stories. However, the advertising materials used are less successful because on Instagram and Shopee (online marketplace) the owner does not update the posts as much as most of the posts are years apart.

The proprietor can enlighten internet users about Kinnara Kinnari Batik in depth when introducing her products. Indah Yuswaningtyas the owner of Kinnara Kinnari Batik wanted to grow her batik business and attract more consumers by using promotional media via the internet. Today the platform that provides complete features for displaying any kind of information, products, and services is a website. The website is currently a medium of information that offers several conveniences in its performance. One of them is that a website can be a medium used to sell a company's product and provide the general public with useful and effective information (Hasugian, 2018).

Regarding the less successful promotion media that Kinnara Kinnari Batik has because the content on Instagram is not maximized and the age of the posts is years apart, and also expanding target market, the writer and the owner initiated to develop a website as promotion medium of Kinnara Kinnari Batik product, because it is a medium which can inform in any kinds of text form such as audio video, text, images, then nowadays, websites are also easier to access online because in the digital era, many people prefer searching information from the internet. The writer intended to create a bilingual website. The purpose of making a bilingual website is to expand marketing activities both for domestic and foreign visitors, as well as to increase the sales and popularity of Kinnara Kinnari Batik. This bilingual website could help users access information in the two languages offered, making it available for domestic and international customers. The website can be accessed on Shopee, Instagram, and other social media. Aside from that, the owner could also put the website address at fashion exhibitions or events that he attended to attract and increase website views.

1.2 Objective

This final project objective was to make a bilingual promotional website

for Kinnara Kinnari batik products to be promoted to domestic and international customers.

1.3 Significances

Based on the purpose above, the significant reports and products from the final project provide benefits for the following parties.

1.3.1 For the Writer

The writer can apply his writing skill, computer skill, and also translation skill by making a bilingual website. Additionally, the writer can improve his originality when designing graphics and writing.

1.3.2 For the owner of Kinnara Kinnari Batik

The website is used to promote Kinnara Kinnari Batik products, attract potential customers, and expand sales because it can be accessed via the Internet. The website is accessible to all internet users. Hopefully, the website can brand Kinnara Kinnari Batik and add their digital marketing media. As a result, Kinnara Kinnari Batik may increase its product sales.

1.3.3 For the Customer

A bilingual website can help the customers gain complete information in terms of a profile of Kinnara Kinnari Batik, product collection of Kinnara Kinnari Batik, tips for taking care of batik, product price, and information about the contact person, social media, and location.

1.3.4 For the Students of the English Study Program

This final project can be used as reference material for the final project of the English Study Program students in making a similar final project related to making promotional media, especially websites.