

CHAPTER 1. INTRODUCTION

In this chapter, the writer explained the background that was the basis for the writer to work on this final project. The writer also explained the purpose of this final project. In the last part, the writer explained the significances of this final project for the writer, the owner of Eco-print Batik Banyuwangi, the reader, and the students of the English Study Program of Politeknik Negeri Jember.

1.1 Background

Indonesia is a country rich in heritage, cultural diversity, race, ethnicity, beliefs, religion, language, and natural history. The diversity that exists in Indonesia is the beauty of the Indonesian nation, especially the culture that has values to be preserved. It is because each region has its own cultures which represent its characteristics, such as traditional houses, languages, clothing, and works of art. Works of art are one of culture that is still popular and continues to be developed in various regions. One of the works of art in Indonesia is Batik (Arthana et al., 2018).

Batik is a cultural heritage that is still developing in various regions of Indonesia. It is the original work of the Indonesian people with a combination of art and application. Batik is created with motifs and its characteristics. The motifs or patterns of Batik in each region of Indonesia have their own characteristics and philosophical values from various customs and cultures that have developed in Indonesia (Azizah, 2023). One region that has lots of Batik production is Banyuwangi. Currently, a type of Batik is being developed in Banyuwangi called Eco-print Batik.

Eco-print is a natural printing technique with contemporary textile coloring that is quite simple but can produce unique and authentic motifs that create unique motifs and patterns that blend with the wonders of nature. The coloring technique used natural materials, including leaves, flowers, and stems, that contained color pigments whose color substances could be used to make batik with certain fabric media (Abdullah et al., 2023). Saptutyningsih et al., (2019) said that in 2017 a significant growth in the recognition of eco-print batik in Indonesia.

Initially, it was used to print the natural shapes and colors of plants (leaves, flowers, twigs, bark) using pounding and steaming techniques were not only on fabric. Eco-print Batik has become an environmentally friendly lifestyle trend because it uses leaves and flowers from nature without using any chemicals at all. One of the Eco-print Batik industries in Banyuwangi is Eco-print Batik Banyuwangi.

Eco-print Batik Banyuwangi was a micro-industry that was established in 2018 before the pandemic struck. It is located in KrajanVillage RT.01 RW.04 Blambangan, Muncar, Banyuwangi. The products of this business are not only Eco-print Batik fabric but also shirts, veils, scruffs, bags, shoes, glass, and bucket hats. The motifs in Eco-print Batik Banyuwangi come from various leaves and flowers that create unique and interesting colors and patterns. Eco-print textiles have evolved and are now making their way into the fashion textile industry, where they are used for both clothing and accessories. The difference between Batik and Eco-print lay in the techniques and motifs. Batik required several stages with wax and repeated dyeing and had varied and symbolic motifs, while Eco-print only boiled cloth that had been coated with plants to produce natural motifs. The writer conducted a preliminary study to obtain more detailed information about Eco-Print BatikBanyuwangi by interviewing the owner of this home industry. Initially, the owner learned from a small community until she continued to develop her skills through paid training and eventually managed to produce her work. This process was started in 2018, before the pandemic, and at that time the Eco-print concept was not yet known in Banyuwangi so there were still only some people interested in it. When the pandemic hit, the owner started to advertise her products through social media platforms and marketplaces. From this time Eco-print Batik Banyuwangi has sold their product online.

Nowadays, the owner only receives orders through WhatsApp and other social media Instagram. She made the products by order, so if there was no order, then the production was not done. The social media used by the owner are Facebook and Instagram. Facebook (EcoprintBanyuwangi) with 159 followers has been used since February 25, 2020, and the last post was on March 16, 2023. The

products offered are posted on the account but no buyers are interested in buying them yet through Facebook. Moreover, the owner also uses Instagram to promote her products. The account's name is (@banyuwangiecorpint) with 267 followers since November 11, 2019. The last update was on December 18, 2022. However, the Instagram account only posted the owner's activities such as training, joining events, and traveling. Besides that, in this social media, she also posted the products with no description. Unfortunately, there were only 2 testimonials and some products such as fabric, bag, shoes, veil, and bucket hat. For the marketplace, the owner has a Shopee account (@Bwieceoprint), but the marketplace was inactivated by Shopee around 8 months ago. This was due to the lack of interest from Shopee customers in Eco-print Batik Banyuwangi products and also there were no transactions for months. However, when there was an exhibition in Bali before the pandemic in 2019, many buyers came from foreign countries, such as Australia and America. It proved that many buyers from abroad are interested in buying this Batik. However, there are obstacles to expand the market to foreign countries. Currently, Shopee only serves customers and sellers from Indonesia, making it difficult to implement marketing strategies on the platform. To support the marketing, the owner often conducts offline promotions by participating in events and exhibitions in Bali before the pandemic in 2019. In addition to selling her products at this exhibition, she also promoted her products by giving business cards to customers who visited her booth. In addition, the owner also provided training in the various villages in Banyuwangi to introduce and practice Eco-print techniques to the community to add to their income and to support the development of Eco-print Batik in Banyuwangi. However, this effort did not have much positive impact on the sales. Eco-print Batik Banyuwangi home industry is still a small home industry. The income is still far from the owner's target in one month, so there must be something to do to reach the target.

To overcome the problem mentioned, the owner tried to find out a way to boost sales by asking the writer to make additional promotional media, because the owner only promotes her product through business cards and online only such as media social WhatsApp, instagram, and facebook. The owner said that her

industry needed booklets as additional media for promotion. It is hoped the business profile on the social media platform looks professional and comprehensive and covers interesting descriptions, detailed information, qualified product pictures, and clear contact information. In addition, when participating in the exhibition, it is recommended to distribute booklets and explain the product knowledge through booklets so that consumers can understand the product better. This promotional document describes an Eco-print with a wide range of charming products and natural motifs using environmentally friendly techniques. The goal was to help significantly increase the sales of Eco-print Batik in regional, national, and international markets, which had previously been hampered by a lack of promotion in sales.

Based on the explanation above, the promotional media used today still needs to be completed. Therefore, to make costumers easier to obtain the necessary information, the owner asked the writer to make a booklet of Eco-print Batik Banyuwangi. She wanted a bilingual booklet that was written in English and Indonesian because Eco-print Batik Banyuwangi needed to expand the market internationally and chose to participate in international exhibitions. In the future, she plans to join more international exhibitions. It was hoped the booklet will display or showed the results of its products in detail and more concisely. It is in line with Nadeak et al., (2023), that booklets are printed media in the form of small books that function to convey information in a more concise, detailed, effective, and efficient form and are accompanied by attractive images so that they can attract consumer interest.

In consideration of this, the writer decided to help the owner of Eco-print Batik Banyuwangi to create a bilingual booklet in printed and digital forms to strengthen its existing promotional medium. The booklets are in English and Indonesian or Bilingual. Bilingual booklets are useful for local and foreign visitors. The printed form is put at this home industry to serve detailed information for visitors and training participants. It is also distributed to the public at some events or exhibitions. Meanwhile, the digital form is uploaded to Eco-print Batik Banyuwangi social media account. It was expected that the visitors

who read the booklet would get complete information about the product and understand it easily.

1.2 Objective

This final project aims to create a bilingual booklet as a promotional medium for Eco-print Batik Banyuwangi.

1.3 Significant

Based on the above objectives, this final project proposal is expected to provide benefits to the following parties:

3.4.1 For the Writer

The writer can practice writing and translation skills. She also can apply her design skills to make the booklet more attractive.

3.4.2 For the Owner of Eco-print Batik Banyuwangi

The owner of Eco-print Batik Banyuwangi can use the booklets as a promotional medium to attract customers, so that Eco-print Batik Banyuwangi can increase sales of their products.

3.4.3 For the Readers

Readers got complete information about products and contact information through the available booklets.

3.4.4 For Students of the English Study Program

Students of the English study program can use this final project as a reference to do similar projects, especially in making promotional media in the form of booklets.