

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is well known for its cultural diversity and unique traditions from multiple ethnic, languages, art, and cultures across its archipelago. This diversity is evident in various aspects of life. Javanese people are famous for their palace traditions, which are full of philosophical values. Similarly, the Asmat tribe in Papua has carved art rich in symbolism and spiritual meaning. Each region has cultural characteristics that create several local products in ceremonial activities, traditional dance, and batik (Aprianti et al., 2022). As a local product, batik is commonly characterized by local identity patterns inspired by the potential nature, history/ folklore, culture, and local tradition in each region. The explanation above is directly related to the motifs themselves, which reflect the local characteristics of the area, such as flora, fauna, and geometric and abstract designs inspired by local values.

Batik motifs were influenced by the local characteristics conveyed from each region into a piece of fabric (Trixie, 2020). For example, Yogyakarta is known for its Batik *Keraton*, which has intricate patterns full of royal symbolism. Like Cirebon Batik, it is famous for its *Mega Mendung* motif, which represents large clouds and has a deep philosophy of serenity and wisdom. Each region in Indonesia has its batik motifs, with specific designs named after their places of origin. In the same way, Lumajang Batik features motifs inspired by several potential local characteristics, such as *Pisang Agung*, the majestic *Gunung Semeru*, the energetic dance of *Jharan Kencak*, and even the exotic *Pasir Hitam*. Those motifs represent the diverse beauty of the Lumajang landscape and cultural heritage.

Batik Bambu Mujur is a home industry that participates in the production of Lumajang Batik. It was part of the *Guyub Rukun* association, a forum where people can contribute and share information about batik. Batik Bambu Mujur separated from the association in 2018. Since then, Batik Bambu Mujur has been producing batik fabric, known for its coloring techniques using both written and stamped batik. The products from Batik Bambu Mujur often use natural dyes extracted from

local plants, such as *Indigofera Stopilates*. This plant produces a beautiful natural blue dye extract. The blues obtained from *Indigofera Stopilates* reflect Batik Bambu Mujur dedication to sustainable and eco-friendly practices.

Based on the preliminary study, the writer knows that Batik Bambu Mujur has introduced its products through social media platforms such as Facebook, Instagram, and WhatsApp. However, the first and last posts on their Facebook account were seen in 2019, indicating that social media has not significantly promoted its products. This condition is similar to their Instagram account, where the posts have been irregularly uploaded over the past few months. The writer considers that this condition demands a change in terms of promotion. Since this promotional media has not been updated regularly, its products have not been introduced widely to the customers.

The writer sees an opportunity in Batik Bambu Mujur that requires media promotion to reach a wider audience. This project provides the writer with a valuable opportunity to apply the learned theory into practice by making a bilingual company profile website. Through this project, the writer helps to increase brand awareness for the company and promote its product using an Indonesian version for local customers. In contrast, the English version targets foreign audiences. The website effectively covers a broad scope abroad and attracts foreign audiences to recognize the product marketed.

1.2 Objective

This final project aims to create a bilingual company profile website to promote Batik Bambu Mujur Candipuro.

1.3 Significances

The final project product provides some benefits to the following parties.

1.3.1 For the Writer.

The writer can apply and develop the skills obtained in the English Study Program while studying academic writing, translation, content creation, and media development.

1.3.2 For the Owner of Batik Bambu Mujur.

The final project product will help the owner introduce the product information and connect the company to a significant context. Besides that, the result will build brand awareness of its products and services with bilingual features on the website.

1.3.3 For the customers of Batik Bambu Mujur.

The customers will get detailed information about the company, its services, and its products marketed through the website. Moreover, the website will be bilingual to facilitate foreigners in learning about Batik Bambu Mujur.

1.3.4 For the Students of the English Study Program.

The final project product and report can be used as reference materials for students who work on company profile website products. Therefore, their final project will be much better than the previous project.