

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia has a very diverse cultural heritage, both tangible and intangible. As one of Indonesian cultural heritages, batik is classified into tangible and intangible. As stated by Aprianingrum (2021), batik has two aspects, namely tangible and intangible which has deep meaning in its motif. According to Isbandono (2015), batik is a type of fabric where embellishments are created using color-blocking wax to prevent dye from touching the wax-covered portions of the cloth during the dyeing process. Wax is engraved on the fabric using a canting (a little instrument shaped like a bowl), a nyamplungan (with a copper spout or pipe with a curved end), a cucuk (a handle made of bamboo or wood). The art of Indonesian batik is expanding across the country, combining distinct regional themes. This expansion is particularly visible on the island of Java. As a result, the batik industry has growing rapidly in regions such as Sragen, Pekalongan, Surakarta, Yogyakarta, Lasem, Cirebon, Jember, and Bondowoso. Every batik in the area has a unique motif. As stated by Nurainun (2009), the development of batik, which began hundreds of years ago, is closely related to the growth of the batik industry in Indonesia. In fact, one type of clothing that has developed rapidly in Java is batik.

One of the regencies in Java island which develops batik industry is Bondowoso. The theme uses natural elements as the central focus in its batik designs. According to Bifadlika and Russanti (2016), the theme features a variety of designs that are taken from natural resources including plantations and the natural world. This aspect enhances the potency of this design in relation to the variety of Bondowoso batik patterns. With the variety of batik patterns in Bondowoso, the number of batik home industry is increasing. One of home industries in Bondowoso is Batik Jati Mas. It is located in Lengkong Tegaljati, Sumberwringin Sub-district, Bondowoso Regency.

The writer did a preliminary study by visiting Batik Jati Mas Bondowoso. He interviewed the owner of Batik Jati Mas Home Industry in order to get detailed information. Currently, Batik Jati Mas only uses Facebook, Instagram, and WhatsApp as its promotional platforms. Additionally, the owner posted several photos of Batik Jati Mas items on his Business WhatsApp account. The owner has social media, with 167 followers on Instagram (@batik.jatimas) and 423 followers on Facebook. However, for some of his products in the Instagram account postings, certain posts did not provide detailed information on aspects of price, materials, or size. Similar to the Instagram account, the Facebook account did not showcase any products, and upon checking, it appears inactive, with the most recent post dating back to August 5, 2021. The owner also did not provide full address on the Facebook page and neither platform was used to its full potential. Indeed, if these two social media platforms were not properly maintained, there was a need for an efficient promotional medium to fully present Batik Jati Mas to the public. From this situation, the owner needed another promotional medium that can provide detailed information to attract more customers to buy the product.

The writer also got information that the owner needed a website as promotional medium. He stated his intention to enhance product sales by targeting both local and international customers. Therefore, he mentioned that this website can also help the international customers to know more about Batik Jati Mas because website is easy to be accessed anywhere and anytime. With this need, the writer developed bilingual website in form of Bahasa Indonesia and English. It is hoped that this promotional website will be able to help Batik Jati Mas to attract more customers.

1.2 Objective

The final goal of this project was to create a bilingual website as promotional medium for Batik Jati Mas industry.

1.3 Significances

Based on the objectives above, hopefully making a promotional website for Batik Jati Mas can provide benefits to:

1.3.1 The Writer

The writer used his writing skills in making the script and translation skills in translating the script from Indonesian into English.

1.3.2 The Owner of Batik Jati Mas

The owner can provide detailed information about Batik Jati Mas to a larger community audience by using this website. This medium used to promote Batik Jari Mas so that both local and international customers to be interested and buy the products.

1.3.3 The Customer

Customers may use this website to receive comprehensive information about Batik Jati Mas. It was hoped that the customers get attracted to the products and buy it

1.3.4 The Students of English Study Program

This Final Project can be used as a reference for students of the English Study Program, Politeknik Negeri Jember, who will conduct a final project, especially in making promotional website.