

## **CHAPTER 1. INTRODUCTION**

### **1.1 Background**

Batik becomes cultural heritage and symbol related to life of Indonesian. Batik tradition was originally a hereditary tradition, so that sometimes a motif could be used as a person's identity. Some batik may indicate the status of a person. Even today, some traditional batik motifs are only used by the royal family members of Yogyakarta and Surakarta Keraton (Deni, 2013). In Indonesia, batik has been widely spread and produced in many regions. The motifs have cultural values that represent culture life of the society. One region which has many batik products with different motifs is Jember. One of home industry batik in Jember is Rolla Batik.

Rolla Batik is one of a home industry batik which grows in Jember. It is located in Jember lor, Patrang sub-district. Rolla Batik was originally just a home industry which have employee from housewives to fill their free time at home. Rolla Batik began in pioneering since 2010 without many employees but with the passage of time Rolla Batik has more than 100 employees. The writer conducted preliminary study in form of interview with the owner of Rolla Batik to get information about the characteristic and the specialty of Rolla Batik and the available of promotional media. The writer conducted an online interview because of this pandemic Covid-19, Covid-19 is a coronavirus disease 2019. This disease began to be found in Wuhan China in December 2019. In the human body this disease can cause respiratory tract infections ranging from the common cold to the flu serious illness. So if someone wants to activities in the outside they must follow health protocols such as wearing a mask, keeping a distance, and using hand sanitizer.

The owner Mrs. Iriane said that the Batik characteristic is on its motif and color. Moreover, the specialty of Rolla Batik is they has limited and updated batik motif. Especially for hand-written batik Rolla Batik have one design for one product. In terms of coloring, has a colorful character color and the pattern is

often using color collision. She always paints *Tobacco* leaf because Jember produces Tobacco and become Jember icon. There is always black color in every Batik design and it becomes a part of its uniqueness.

For promotional media Rolla Batik has several social media as a media promotion such as website, instagram, facebook, and twitter. Instagram, Facebook and Twitter of Rolla Batik promote the products by posting various kinds of batik's motif pictures. The name of Rolla Batik Instagram is "batikdantenunrolla", for Twitter is "butikbatikrolla", and for Facebook is "ButikBatikRolla". Besides that, Batik Rolla also promotes the products through website; the website contains pictures about the batik products with the price. There is also menu option for buying the products. The address of website is [www.batikrolla.com](http://www.batikrolla.com). Batik Rolla not only promote their products by social media but also they join some events and open stand bazaar in several places.

Rolla Batik also promotes their product by joining some events. Rolla batik joint "PAMERAN ADIWASTARA IN 2017" held in Jakarta convention center, and also some events in Grand City Surabaya, and Rolla Batik also joint bazaar held in Jember station and JFC (Jember Fashion Carnival) where some tourists come there. The weakness of joining exhibition event is she cannot bring a lot of Batik fabric that she made because she has to share the place with others. If there is a customer asking about kinds of Batik, she only spreads brochure without showing the detailed products. Therefore, she needed a booklet for its promotional media to promote their products.

The owner needs booklet for promotional media because by using booklet every people can bring it for souvenir when they visit Rolla Batik gallery or when they attend an art and culture exhibition, besides it contains and get information for visitors who which not have available smartphone. Then, booklet is a book as promotional media which gives information about promoted product, colorful and design with some interesting pictures.

From the explanation above, the writer made booklet as a promotional media for Rolla Batik to provide information about Rolla Batik to attract customers. The booklet is written in bilingual version.

## **1.2 Objectives**

The objective of this final project was to make a booklet as promotional media for Rolla Batik Jember that can be used to promote Rolla Batik products and also help the local and foreign customers to get information about Rolla Batik.

## **1.3 Significances**

Based on the objectives above, the significances of the report and product of this final project are expected to give benefits for the following parties.

a. For the writer

The writer improved her language skills especially in writing. As well as translation knowledge (when she writes the content of final project and draft of the booklet), grammar, and also English for specific purposes such as public speaking, English tour & travel where the writer learn about promoting tourism to public with good speaking.

b. For the owner of Rolla Batik

Rolla Batik has booklet that can be used as a promotional media for Rolla Batik that can attract customers to buy products.

c. For local and foreign customers

The customers get more detail information and reference about Rolla Batik from its booklet. They also can understand it because uses two languages.

d. For Students of English Study Program

Both the report and product of this final project can be used as a reference for students of English Study Program in Politeknik Negeri Jember who want to conduct similar final projects, especially in making promotional booklet.