

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is a country with diverse ethnicities and an abundant cultural product. This diversity creates Indonesia's rich and unique culture from a harmonious blend of diverse local traditions that reflected in traditional houses, ceremonies, dances, and weapons. In addition, Indonesia also produces various cultural product such as traditional cuisine, traditional music, and traditional clothing. One example of traditional clothing, such as a batik. Batik is not just a cloth or a piece of cloth with a picture, but batik is one of the local products that has been a cultural heritage of Indonesia since ancient time (Mawardi, 2021). Since October 2, 2009, UNESCO has designated Batik as an "Intangible Cultural Heritage," recognizing it as one of Indonesia's world cultural heritages.

Besides that, the development of art in this modern era has presenteds many opportunities for batik crafts in Indonesia that extend to all regencies or cities. Some famous batik crafts places in Indonesia, such as Pekalongan, Solo, Cirebon, Madura, and Lumajang. Each batik craft has a different style of batik motif, where the batik motif has a philosophy that reflects the cultural characteristics of the surrounding community. For example, Batik Bambu Mujur from Lumajang has a batik motif of *Semeru Agung*. Batik *Semeru Agung* depicts the towering peak of Mount Semeru above the clouds and the sunlight shining on its slopes. This philosophy symbolizes the extraordinary power of nature, resilience, and fortitude in facing life's trials.

Batik Bambu Mujur is one of the home batik industries located in Sumber Mujur Village, Candipuro Sub-District, Lumajang District, East Java. To date, Batik Bambu Mujur produces a variety of batik motifs, such as *Kembang Setaman*, *Merak Semeru*, *Sulur Bambu*, *Semeru Agung*, *Pisang Agung*, and *Anggrek Kantung Semar*. In production, Batik Bambu Mujur uses natural colors from native plants, namely the *Indigofera* plant, to add and create the impression of blending with nature. Additionally, mahogany bark produces a red color, while mango skin produces a yellow color.

To get more information about Batik Bambu Mujur Lumajang, the writer conducted a preliminary study through an offline interview with the owner regarding the existing promotional media. The owner explained that their current promotional efforts primarily rely on social media, especially WhatsApp and Instagram. The WhatsApp account is actively used for both marketing and customer service, with regular updates (three times a week) on product offerings and business activities. Besides that, the Instagram account was established in 2018 and serves as a visual showcase that features several photos of the batik motifs, customer workshops, awards received, and positive testimonials. The Instagram account boasts infrequent 40 posts during six years ago. There are only 17 posts between 2018-end and 2020-end. Then, from 2022 until 2024, Batik Bambu Mujur's Instagram engaged customers through continuously posting around 33 posts. Thus, the customers receive limited information about Batik Bambu Mujur products due to infrequent posting. Therefore, the owner desires to have promotional media that can boost sales and introduce products to the market.

The promotional media is expected to describe the product and business briefly but in detail. In addition, the owner requires promotional media to optimize and develop product sales in Batik Bambu Mujur. To achieve that goal, the writer assisted the owner of Batik Bambu Mujur to create an e-catalog in Indonesian and English. These bilingual e-catalogs aim to introduce products to local and foreign customers so that their products can be better known to foreign countries.

1.2 Objective

The objective is to make an e-catalog to promote the products of Batik Bambu Mujur in a bilingual version that is Indonesian and English.

1.3 Significances

Based on the objective above, it is hoped that this project will benefit the following parties:

1.3.1 For the Writer

The final project helps the writer apply and develop the writer's English language skills, especially writing skills, translation skills, content creation, and media development.

1.3.2 For the Customer Batik Bambu Mujur Lumajang

The products of this final project can help customers know more about Batik Bambu Mujur's products.

1.3.3 For the Owner of Batik Bambu Mujur Lumajang

The owner can use the product of this final project as promotional media to introduce and promote the product to the customers so as an increase sale.

1.3.4 For the Students of the English Study Program

The report serves as a reference or point of view for other students undertaking similar projects, particularly within English study programs.