

CHAPTER 1. INTRODUCTION

1.1 Background

In the contemporary era, the creative economy sector is rapidly developing, particularly in the field of culture-based crafts such as batik (Rosyada and Tamamudin, 2020). According to Aprianingrum and Nufus (2021), Batik is an Indonesian cultural heritage recognized worldwide and has been listed as an intangible cultural heritage by UNESCO since 2009. This recognition affirms the importance of batik not only as an art product but also as a symbol of identity and tradition passed down from generation to generation. The existence of batik as an intangible cultural heritage represents the social practices, oral traditions, and traditional craftsmanship that are closely embedded in Indonesian society, and serves as a means to preserve traditional knowledge and skills that are increasingly threatened by modernization. Therefore, efforts to preserve batik are very important to ensure that future generations can understand and appreciate this rich cultural heritage (Fauzi, 2022; Widadi, 2019).

Amidst the world's recognition of batik, the richness of batik motifs and meanings continues to develop in various regions, one of which is Batu City. Behind the stunning natural scenery and tourism, Batu City holds a hidden potential in the world of batik. This city is rich in local wisdom in the form of hand-painted batik artwork, which is an inseparable part of the local cultural identity. Most of the motifs and symbols in this batik depict the traditions, values, and myths of the people of Batu City. Additionally, the use of natural colors from local resources adds to its unique characteristics (Klimentin *et al.*, 2021; Wijayaningputri and Regina, 2023). One unique manifestation of the batik creative industry in Batu is the batik with a tempe motif in Beji Village, Junrejo Sub-district.

Batik Tempe Beji, more commonly known as Bateji, is a batik industry established in 2021 by the women of each neighborhood unit in Beji village, Batu City. Up until now, the innovations in Batik Tempe Beji have continued to develop rapidly, resulting in highly unique and distinctive motifs. Tempe has

become a hallmark and is combined with other batik ornaments such as animals, vegetables, fruits, flowers, and many other motifs. In other words, Bateji is a symbol of the people of Beji village and their creativity, by raising a theme that is unique and different from the others. This is what fuels the writer's enthusiasm in choosing Bateji as a partner to complete the final project, to safeguard Indonesia's cultural heritage through the development of marketing strategies for Batik Tempe Beji.

Based on a preliminary study conducted with the owner of Batik Tempe Beji, the writer found that Batik Tempe Beji promotes its products through social media platforms such as Instagram at @batiktempebeji, and WhatsApp at (0822-3426-8388), as well as through the marketplace Tokopedia under the name "Batik Tempe Beji". Although being active on various social media and utilizing online sales platforms, the promotional efforts are still suboptimal as the product information presented is still limited, such as a lack of detail regarding product collections, variations of Tempe motif combinations, and customer testimonials that have not been displayed. Additionally, the owner mentioned that Batik Tempe Beji frequently participates in various exhibitions and requires both print and digital promotional materials to provide more detailed information to customers about their products. Furthermore, the owner also aspires to expand the market reach of Batik Tempe Beji, both domestically and globally, to increase sales volume and introduce local wisdom. Therefore, the writer intends to make an informative and engaging bilingual promotional medium, namely in Indonesian and English, to address the current challenges.

Referring to the discussion results with the owner, the writer proposed a promotional media booklet. Since a booklet was determined to be the most suitable complementary promotional medium to promote Batik Tempe Beji, the owner agreed with it. In addition, the writer also has experience in design, thus can support the process of making a booklet as a promotional medium for Batik Tempe Beji.

Furthermore, Rahmatih *et al.* (2018) state that a booklet is a very flexible printed medium. Its small size makes it easy to carry around, so its reach is wide.

In addition, a booklet is effective in conveying more comprehensive because it can contain interesting text and images (Ismailia *et al.*, 2021). This booklet will be produced in both print and electronic forms as an effort to expand the marketing reach and introduce Batik Tempe Beji to a wider audience. Thus, it is expected to optimize promotional activities, both online and offline. The printed booklet will be placed at the Batik Tempe Beji business location, while the electronic version will be published through official social media accounts.

1.2 Objective

The goal of this final project is to make a bilingual booklet as a promotional medium for Batik Tempe Beji.

1.3 Significances

The outcomes of this final project could be beneficial to various groups:

1.3.1 The Writer

This final project provides the writer with an opportunity to put into practice the knowledge and skills learned during the studies in the English Study Program, such as translation, reading, and writing. Additionally, the writer hones abilities in editing and computer skills.

1.3.2 The Owner of Batik Tempe Beji

The booklet is specifically designed as a promotional medium capable of presenting detailed information regarding the Batik Tempe Beji product and business profile.

1.3.3 The Customers

The product of this final project can assist both local and international communities in identifying and acquiring knowledge about Batik Tempe Beji.

1.3.4 The Students of the English Study Program

This final project is intended to assist students in the English Study Program by serving as a supportive reference for their final projects, particularly in the making of a promotional medium such as a booklet.