

CHAPTER 1. INTRODUCTION

1.1 Background

Jember is one of the cities in East Java that is famous for its rich culture and nature. Jember's culture showcases the richness of local traditions, such as Patrol Music, Lahbako Dance, and Tumpeng Sewu which combine the beauty of art with deep cultural values. For its natural wealth, Jember has many potentials, such as Papuma Beach, Mount Argopuro, Tancak Waterfall, and others. Not only that, Jember is also known for its tobacco plantations. According to Suwarno et al. (2020), Jember is recognized as one of the leading tobacco-producing districts in East Java. This encourages the community to create several kinds of products related to tobacco. The uniqueness of tobacco leaves also encourages the creative industry, especially batik industries to create batik motifs inspired by tobacco leaves.

There are a lot of batik industries in Jember that choose tobacco as one of their batik motifs. According to Apriyani (2018), the batik industry is one of the industries in Indonesia that is an Indonesian cultural art heritage that continues to develop over time. Tobacco was chosen because it symbolizes the city of Jember. One of the batik industries in Jember that chooses tobacco as one of its batik motifs is Nisfi Batik Sumberjambe. It is located in Sumberjambe Village, Sumberjambe Sub District, Jember. This industry is also categorized as one of the Micro, Small and Medium Enterprises (UMKM).

The writer conducted two direct interviews with the owner as a preliminary study to get more information about Nisfi Batik Sumberjambe. He mentioned that Nisfi Batik Sumberjambe was established on March 1, 2020. The industry was established because he had an interest in arts, especially in designing batik motifs. Besides that, he graduated from Vocational High School in the textile department where he obtained knowledge and competency about batik making. This home industry not only sells written batik but also sells products and materials to make batik. In addition, it has a lot of unique batik motifs, such as *Kopi Tumpah*, *Kopi Mbako*, *Adi Luhung Sumberjambe*, *Tebing Jambe*, *Wastra*

Jambe, Kembang Jambe, Durian Mbako, and Kemundung Runtuh. All of the motifs are designed by the owner and inspired by the surrounding environment.

Nisfi Batik Sumberjambe offers uniqueness that is different from other batik industries. According to the owner, customers can choose from the available batik motifs or they are free to order special motifs related to their wants. So, it is an opportunity for customers to express their ideas and thoughts to be realized in a batik motif. Besides that, this industry also offers unique motifs with soft details combined with beautiful colors on each batik fabric. One of the interesting motifs in this industry is *Kopi Tumpah*. *Kopi Tumpah* refers to a motif that portrays coffee beans spilled from cups and it has a combination of spilled coffee beans and tobacco leaves. The owner designed batik motifs *Kopi Tumpah* using written batik technique because it will produce a motif with details that look real.

The batik industry has managed to expand its marketing reach, not only in Jember, but also to other areas in East Java, such as Bondowoso, Lumajang, Malang, and Surabaya. This shows that the industry has received a positive response and attracted many people. Batik products from his industry have also been purchased and worn by agency employees of Jember Regency, such as the regency government, regional secretary, village government, or teachers, and in 2020, the batik products produced by Nisfi Batik were used as the costumes of Gus Ning Jember in the East Java Raka-Raki election.

Nisfi Batik Sumberjambe has participated in various exhibitions, such as Surabaya Entertainment, Training, and Exhibitions Hub of Art and Performance (EnterTrainer HAP) and Micro, Small, and Medium Enterprises (UMKM) exhibitions held by the Jember Regency Government. Not only that, the owner of Nisfi Batik Sumberjambe also has many achievements because he actively and enthusiastically participates in various competitions. In 2017, he won second place in the Coffee Batik Designs competition by creating *Kopi Mbako* motif at the Jember International Coffee Conference (JICC) held by Universitas Jember. In 2018, he won second place in the Adi Luhung Batik Design competition by creating *Topeng Konah* motif held by Universitas Sebelas Maret. Then, in 2019 he also won second place in the Batik Design competition by creating *Rojo Pentung*

Singosari motif in the Singosari Temple category held by Institut Teknologi Nasional Malang.

The writer obtained further information about Nisfii Batik Sumberjambe after she conducted a preliminary study by interviewing the owner. He said that he promoted his products in four ways, such as word of mouth, social media, e-commerce, and website. The social media platforms he used are Instagram, Facebook, and Whatsapp. First, the Instagram account (@batiksumberjambe) has 499 followers and the last post was uploaded on October 17, 2023. Second, the Facebook account (Batik Sumberjambe) has 938 followers and the last post was uploaded on July 23, 2024. The third is Whatsapp (085856769501). The e-commerce that he uses is Tokopedia (Nisfi Batik Sumberjambe) with three products uploaded, and the last is the official website (<https://sites.google.com/view/nisfibatik/profil>).

The four ways of promoting the products done by the owner have several strengths and weaknesses. First, words of mouth is quite effective because it leverages personal relationships and trust as well as attracts customers' interest to order the products. However, its reach is limited and only impacts particular groups of people. Second, Instagram and Facebook are used to upload product photos and videos to attract the attention of many people, but there is no detailed information about the prices, materials used, and variety of motifs, thus confusing potential customers. Meanwhile, Whatsapp is also used as a communication tool with customers. Third, a Tokopedia is used to provide information about the available products of Nisfi Batik Sumberjambe. Customers can place a pre-order of the displayed products on its Tokopedia account. Fourth, the website provides information about Nisfi Batik profile, products, and portfolio. The profile feature on the website allows buyers to directly connect to the several social media platforms and e-commerce used. Unfortunately, the information provided on the website is not complete because some of the batik products offered are not included in the product selection, so buyers do not get a comprehensive overview of the entire product selection.

He also explained that the four promotional methods currently used have not been able to reach a wider market or meet customers' needs and it is because the delivery of detailed motifs, product visuals, materials used, and ordering procedures have not been conveyed effectively on the existing promotional media. He also realized that the four promotional methods used are not optimal for introducing, marketing, and showcasing his products. Thus, Nisfi Batik Sumberjambe needs a new promotional medium that can showcase detailed information of his products and support the existing promotional media.

The owner mentioned that he needed a new promotional medium in the form of a printed and electronic booklet (e-booklet) for Nisfi Batik Sumberjambe. He also stated that he also needed a bilingual booklet in English and Bahasa Indonesia, to target local and foreign people. The printed booklet was used to provide detailed information about the company and its products to walk-in customers and potential customers directly. Meanwhile, the e-booklet aimed to deliver comprehensive information to prospective customers through various social media platforms, such as Instagram and Facebook.

Based on this condition, the writer had decided to create a bilingual printed and electronic booklet as a new promotional medium for Nisfi Batik Sumberjambe. According to Tagazi and Erita (2023), booklets are a medium to convey information to potential buyers in an effective, informative, and attractive way. So, that information about a product is conveyed, easily understood, and attracts many customers.

1.2 Objective

The objective of the final project is to make a bilingual booklet as a promotional medium for Nisfi Batik Sumberjambe in the form of a printed and electronic version.

1.3 Significances

Based on the objective above, hopefully the product of this final project can give advantages to the following parties:

1.3.1 For the Writer

The writer gets some opportunities to apply her writing and translating skills that have been learned in the English Study Program, such as writing the contents of the booklet and translating it from Bahasa Indonesia into English

1.3.2 For the Owner of Nisfi Batik Sumberjambe

The product of this final project can be a new promotional medium in the form of a printed and electronic booklet that can provide detailed information about Nisfi Batik Sumberjambe.

1.3.3 For the Customers and Readers

The booklet can help customers and readers to get detailed information about the products of Nisfi Batik Sumberjambe.

1.3.4 For the Students of English Study Program

The final project can be a reference for students of the English Study Program at Politeknik Negeri Jember who are interested in conducting the similar final projects, especially in making a booklet as a promotional medium.