

CHAPTER 1. INTRODUCTION

1.1 Background

Batik is a work of art of the nation's cultural heritage created from cloth that is decorated in such a way using liquid wax with certain techniques. According to Trixie (2020), the word batik comes from the Javanese language, namely the word "amba" which meant writing and the word "nitik" which meant dots, this referred to the process of making dots or dripping wax on mori cloth. Batik was not only a cultural heritage in Indonesia, but also one of the livelihoods for millions of Indonesians (Steelyana, 2012). As a livelihood practiced by Indonesian people, there were many batik industries in Indonesia with different characteristics, and each of these characteristics adapted to their respective regions. One of the areas that had many batik industries with distinctive characteristics was Jember.

The characteristics of batik motifs in Jember were inspired by the region's natural wealth, such as tobacco, coffee and cacao. However, the most dominant motif was the tobacco leaf, because tobacco was one of the iconic commodities for this region. This is in line with the statement of Ayu (2016). She said that some people in Jember raised local wisdom by expressing their creativity through batik cloth were tobacco, cacao, edamame, coffee, crops and *watu ulo* that featured elements of contemporary art to introduce their region as a form of recognized local culture. From this distinctive batik product, the result is that it can be used as a typical souvenir of Jember or clothing and interior products that can be used daily by domestic residents. This will make the batik industry in Jember run dynamically (Wibowo & Satria, 2015). The industry, which was expected to grow larger, can absorb a lot of workers who are skilled in batik-making or those with passion for art, to preserve batik in Jember, and become one of Jember's tourist attractions. One such industry is Griya Batik Notonegoro.

Griya Batik Notonegoro is one of the batik handicraft industries located at Jalan MT. Haryono, Krajan, Wirolegi, Sumbersari District, Jember Regency, East

Java. To get more information about this place, the writer conducted an interview with the manager of Griya Batik Notonegoro. The writer conducted the preliminary study by interviewing the manager of Griya Batik Notonegoro directly. She said that Griya Batik Notonegoro has started producing batik cloth in 2015 in the form of stamps and handwriting batik. The motifs commonly used by Griya Batik Notonegoro to produce batik cloth were tobacco, cacao, edamame, coffee, *palawija* or crops, and *watu ulo* motifs which were then produced with their own motifs. The motifs they produced would not be the same as other batik motifs. For the motifs in stamped batik, they just need to design the motifs themselves, then just order a stamp with the motifs they made. They only focused on making batik cloth and sewed the batik cloth that has been produced into a shirt which was then only used for display during exhibitions and events. Griya Batik Notonegoro also has participated in many events, such as the 2016 Hipmi Fashion Week event, the 2019 Jember Fashion Society, the 2020 Festival Batik *Pandhalungan*, participation in the 2021 Pemilihan Putra Putri Jawa Timur event, preparation for the 2021 Pemilihan Duta Wisata Raka Raki Jawa Timur, and many others.

To promote the products online, this industry used official accounts on social media, namely Instagram with the name @griyabatiknotonegoro, Tiktok with the name @notonegorogroup, Facebook with the name Griya Batik Notohadinegoro and Whatsapp with number 085257845472. Through these social media, they promote and market the products. Actually, the products of Griya Batik Notonegoro were not only attracting domestic customers, but also international tourists who come to visit Jember. In 2024, Batik Notonegoro received a visit from the Consulate General from Australia, and there were also around twenty tourists from abroad brought by travel agents in the middle of going to Bali. They were potential customers who came to the gallery directly. Based on this, the manager wanted to have additional media to help expand the reach of promotion to local and international audiences while strengthening the professional image of Griya Batik Notonegoro. In addition, the manager also wanted promotional media that could be brought during exhibitions, so that not

only domestic but also international visitors could get more information. The manager said that a booklet was a promotional media that could solve these problem.

Therefore, to respond to the demand from the manager, the writer would make promotional media that suited their needs, namely printed booklets and e-booklet. Booklets are small and thin books that contain detailed information about a company's products or services that can convey a thorough explanation to the audience (Rijali & Islam, 2024). E-booklet is a printed booklet product which is then developed into an electronic or digital-based booklet with the help of a number of software through supporting software and hardware features (Sarip et al., 2022). As the need is to help expand the reach of promotion to domestic and international customers, the manager asked for a bilingual booklet. Through this bilingual booklet in printed and electronic form, it helped expand the promotional reach to domestic and international customers. The printed version of the booklet would be duplicated by Griya Batik Notonegoro and then placed in the gallery for visitors to read or inserted into paper bags that were given to customers from other cities or from abroad. The booklet could also be brought along when they participate in exhibitions. Then, the e-booklet was uploaded on Griya Batik Notonegoro social media, from this e-booklet helped readers to find out information about Griya Batik Notonegoro through social media without having to come and buy directly to the place. Through this booklet, readers were able to get information about the meaning of the motifs, products and the various batik techniques used there. It is hoped that the industry would be recognized by more people. In addition, it is also hoped that the industry can further develop and increase the number of customers and expand the sales range.

1.2 Objective

The objective for this final project was to make a bilingual booklet for Griya Batik Notonegoro Jember.

1.3 Significant

Based on the objective above, this final project is expected to be useful and provide benefit to the following parties:

1.3.1 For The Writer

The writer could apply the writing and translation skills that had been obtained while studying on campus. The writer could also develop designing skills to make the booklet look more attractive.

1.3.2 For Griya Batik Notonegoro

Griya Batik Notonegoro could use this booklet to get more customers and to increase marketing outside the city and abroad.

1.3.3 For Customers and Readers

This booklet could provide information about the details of motifs, product, prices, facilities and contact person from Griya Batik Notonegoro.

1.3.4 For Students of the English Study Program

Students from the English Study Program could use this proposal as a reference for the same project, especially for the same promotional media, namely bilingual booklets.