

CHAPTER 1. INTRODUCTION

1.1 Background

Banyuwangi is a district that is famous for its attractive tourist destinations. According to Imaniar and Wahyudiono (2019), the economy of Banyuwangi Regency is experiencing a positive trend which is reflected in various creative economy innovations, supported by the development of local wisdom-based tourism. The Banyuwangi community continues to innovate in developing tourist destinations and utilizing the potential of the region, thus encouraging local economic growth. When combined, tourism and creative industries are mutually beneficial and strengthen each other. The creative industry plays a role in advancing the region and attracting tourists, which in turn has a positive impact on the tourism sector.

The batik industry is one of the main sectors in the development of creative industries in Banyuwangi Regency. Its rapid development is influenced by the increasing interest of tourists in tourism in the area. Therefore, batik is used as one of the typical souvenirs of Banyuwangi (Amalia et al., 2020). One of the wellknown batik home industries in Banyuwangi Regency is Pendawi Batik, which is located in Genteng District. Pendawi Batik produces various batik products such as batik cloth, batik clothes (women and men) hats, scarves, and batik bags. Pendawi Batik also produces batik motifs that are quite popular with the people of Banyuwangi Regency such as Gajah Oling. According to Harlina and Handayani (2022), Gajah Oling batik is considered by many culturalists, batik observers, and Banyuwangi people as one of the most authentic batik motifs and perhaps the oldest among the various batik motifs that developed in the region. The uniqueness of Pendawi Batik lies in its batik designs. The batik motifs produced by Pendawi Batik include the Batik Kembang Pakis, Batik Tiger, Batik Peony Flowers, Batik Ikan Koi, Batik Kembang Sepatu, Batik Sabuk Mangir, Batik Kupu-Kupu, Batik Ginkgo Biloba, etc. It also uses cotton fabric. In addition, it also uses cotton fabric without polyester

material to provide excellent customer service. Pendawi Batik provides custom service, customers can request designs and colors as they wish.

The writer interviewed the owner of Pendawi Batik, the owner to get information about the promotional medium used to promote Pendawi Batik products. The interview results show that Pendawi Batik has various online promotional medium such as Instagram (@Pendawibatik) Facebook (@pendawi Batik), Whatsapp, Tiktok (@pendawibatik), Shopee (@Pendawi batik). Although these platforms are effective in expanding digital marketing reach, they still have limitations in providing detailed and comprehensive information for potential customers who are interested in purchasing batik products directly. Additionally, the absence of printed promotional medium becomes a challenge, especially for customers who are not familiar with digital platforms. Therefore, an alternative promotional medium in the form of a booklet is considered an appropriate solution. A booklet can contain complete information about the types of batik, product advantages, prices, contact details, and a brief profile of Pendawi Batik in an attractive and informative way. Besides serving as an informative tool, the booklet can also enhance the company's professional image and broaden its promotional reach through offline channels. Pendawi Batik instagram promotional medium provides several product images, product codes and prices. The owner explained that Pendawi Batik has also been visited by tourists from abroad. This batik home industry has also participated in several events in Banyuwangi, such as the Banyuwangi Batik Festival (BBF) event in 2024 held at Djawatan Banyuwangi. Pendawi Batik has problems in conveying information and promoting its gallery and products to local and foreign customers. The lack of attractive and informative promotional medium makes potential customers not fully recognize the uniqueness and cultural values contained in each Pendawi Batik product. The owner wants to promote and inform local and foreign customers about the gallery and Pendawi Batik products, so that customers can be interested in buying Pendawi Batik products.

Based on the problems described above, the writer offered business owner to create promotional medium to promote products in the form of booklet and e-

booklet. Business owner need promotional medium that is simple. The writer argued that the content of the booklet would convey information to meet consumer needs by providing several images of batik motifs and their philosophies. The business owner agreed to create a booklet and e-booklet to promote her home industry products as it could help introduce her batik home industry to more consumers. The booklet can be used when visitors visit the Pendawi Batik Gallery or bazaar which aims to find information about the products owned by Pendawi Batik. Meanwhile, the e-booklet would be uploaded to social medium as Pendawi Batik content by its owner. The booklet is available in two language versions: English for foreign consumers and Bahasa Indonesia for local consumers. The Indonesian booklet makes it easier for local consumers to understand the contents of the booklet and attracts foreign consumers. The English booklet also makes it easier for consumers to understand the contents of the booklet.

Booklet is a mass communication medium used to convey promotional messages, recommendations, or prohibitions to the public in the form of books, both in writing and images (Susanti and Azhar, 2021). Therefore, this booklet is expected to help the owner of Pendawi Batik to promote its products so that it is more easily recognized by local and foreign consumers.

1.2 Objective

The purpose of this project is to create a bilingual promotional booklet for Pendawi Batik Genteng Banyuwangi.

1.3 Significances

Based on the above objectives, it is hoped that this final project can provide benefits to the following parties:

1.3.1 The writer

The writer can develop his writing skill when creating scripts and apply translation skill when translating information about Pendawi Batik Genteng Banyuwangi products.

1.3.2 The Owner of Pendawi Batik Genteng Banyuwangi

This product benefits Pendawi Batik Genteng Banyuwangi by expanding promotion and introducing the product effectively. It attracts customers, increases understanding of the uniqueness and cultural value of batik, and strengthens the brand image as a player in the local wisdom-based creative industry. In the long run, it helps expand the market, improve competitiveness, and support the preservation of Banyuwangi culture.

1.3.3 The Customers or Readers

The result of this final project presents information about Pendawi Batik Genteng Banyuwangi products, including uniqueness, quality, philosophical value, and production process based on local wisdom. This information is expected to increase the understanding and appreciation of Banyuwangi batik art, as well as become a practical guide for consumers in choosing products and supporting promotions to expand the market, both nationally and internationally.

1.3.4 The Students of the English Language Study Program

This report serves as a reference for students of the English Language Study Program who are creating booklets as a promotional medium. It provides strategic guidance for designing effective and creative content. Additionally, the report helps students understand the systematic process from data collection to booklet design thereby supporting the development of visual communication skills and the production of high-quality projects.