

CHAPTER 1. INTRODUCTION

1.1 Background

Batu City is one of the cities in East Java, also known as the City of Apples because its economy is supported by the agricultural sector and is the largest apple-producing area in Indonesia. It attracts many tourists' attention to visit the city as a means of recreation and education. Thus, supported by rapid development, Batu City has become one of the tourist centres in East Java. According to (Muzha, 2013) Batu City is very suitable for the concept of agritourism, which combines agriculture and tourism, with agricultural products as the primary commodity. In addition to being an agricultural product, apples have evolved into a motif applied to fabric known as batik, an important aspect of the city's economic growth.

Batik is the process of creating unique motifs or images by writing or applying wax to fabric. The process of creating written batik involves multiple stages before becoming a work of art. The batik process involves designing, painting, covering, colouring, canting, wax removal, *batik nglorot*, and washing the cloth (Hakim, 2018). A batik motif serves as the structural foundation of batik design, comprising an integration of lines, shapes, and *isen* filler elements, which collectively form a cohesive composition that defines the overall visual identity of the batik (Saputra et al., 2021). Every motif in batik serves not only as an ornament but also embodies deep philosophical meanings, historical narratives, and life values that reflect the rich cultural identity of Indonesians. In addition, Batu offers many unique motifs designed over batik, which also competes well in this sector. There are many well-known batik in Batu City, including Batik Semar Nara, Batikku, Batik Batoga, and Batik Shitu (Klimentin, 2020). Batu City, specifically in Beji village, has its own batik named Batik Tempe Beji, more commonly called Bateji which supports the economy of Beji Village.

Lately, Batik Tempe Beji has really supported the development of the economic sector in Batu City rapidly because of its unique motifs. Based on a preliminary study conducted through an interview, the owner of Batik Tempe Beji said that Batik Tempe Beji was created in 2021. Starting from the Beji Village

Government, through the youth organisation, the idea of a *tempe* motif was initiated as a local identity. Training was then provided to women in the village to help them develop and produce Batik Tempe Beji as a unique local product. *Tempe* was previously only processed as a food ingredient, but it has since become the signature of Beji Village's batik motif. In addition to *tempe* motifs, other motifs, including flowers, animals, fruits, and other designs, are utilised when batik is being made. These motifs will then be combined with *tempe* motifs to create a unique Batik Tempe Beji.

Batik Tempe Beji promotes its products on various social media platforms, including Instagram (@batiktempebeji), which provides product information, address, and WhatsApp (0822-3426-8388). Product information can be found on Tokopedia under the name "Batik Tempe Beji". Customers can also make specific requests for the motifs to be used. Some of these flaws, such as product collections, different *tempe* motif combinations, price list, and customer testimonials, have not been displayed on Instagram, which is an important element to attract and build trust with potential customers. Furthermore, the owner also stated that Batik Tempe Beji often attends various exhibitions in Batu City, but promotional materials, both printed and digital, are still insufficient to provide more comprehensive information to potential customers. The owner also wants to expand their market reach, both domestically and globally, to increase sales and introduce local culture.

Based on discussions with the owner to realise her wishes, the writer proposes developing bilingual promotional media to promote the product or service to both local and international customers. To overcome these challenges, a website was then chosen as the appropriate medium for promoting Batik Tempe Beji. In the view of (Nurlailah & Nova Wardani, 2023) a website serves as a promotional and information medium, assisting in the marketing of cost-effective, energy-efficient, and time-saving products. The writer intends to create a bilingual website that customers can access in two languages, with the goal of expanding Batik Tempe Beji marketing activities and popularity to attract both domestic and international customers. While social media platforms like Instagram are widely used and effective for quick engagement, a bilingual website serves a broader and more

strategic purpose in promoting Batik Tempe Beji by acting as a centralised and professional hub where detailed information about the brand, its history, products, and philosophy can be accessed. Additionally, it boosts credibility and is searchable on platforms such as Google, making it easier for new customers or business partners to discover and trust the brand. In addition, the owner can handle a variety of content types, such as text, images, and videos. The website can be accessed through Instagram, Tokopedia, and other social media.

1.2 Objective

The purpose of this final project is to create a bilingual website as a promotional medium for Batik Tempe Beji.

1.3 Significances

Based on the objective above, the significance of this assignment benefits the following parties.

1.3.1 The writer

The writer could improve writing, computer design, editing, communication, and translation skills through this final project

1.3.2 The owner of Batik Tempe Beji

The owner can use the website to promote the product and is expected to strengthen Batik Tempe Beji's marketing strategy.

1.3.3 The Customers

The customers could easily find out the product collection, price, contact person, location, and social media, and the use of bilinguals helps international customers get information about Batik Tempe Beji.

1.3.4 The Students of English Study Program

The students can use this final project as a reference, particularly in the field of making a website.