

## CHAPTER 1. INTRODUCTION

### 1.1 Background

Indonesia is a wonderful country with many cultures. One of the cultures in Indonesia is batik. Recognized by UNESCO as a Masterpiece of Oral and Intangible Heritage of Humanity in 2009, batik is not only a piece of fabric but also a symbol of Indonesia's identity, creativity, and spirituality. Batik is a traditional textile art that is rich in cultural and aesthetic values. Batik fabrics are decorated with various patterns and motifs that reflect the beauty and philosophy of life of the people. Each batik motif has its own meaning, which can be inspired by artifacts, ceremonies, legends, nature, and performing art phenomena, leading to single and multiple motif arrangements on cloth (Guntur et al., 2023). Batik serves not only as clothing but also as a symbol of identity and cultural heritage that has been passed down from generation to generation. Over time, batik has undergone revitalization and adaptation, making it increasingly popular among modern society and internationally recognized as a unique and valuable art form.

The batik industry plays a crucial role in Indonesia's economic sector. Indonesia has many batik industries spread throughout the provinces. One of them is batik in East Java. East Java has many brands of batik, for example, Bandeng Loh from Gresik, Singo Mengkok from Lamongan, Lokcan from Tuban, and Sekarjati from Bojonegoro (Ismurdiyahwati & Nasor, 2021). Apart from those mentioned above, there is a batik that is quite famous in Batu City, namely Redsoga Ecoprint.

Redsoga Ecoprint is one of the batik home industries in Batu City, East Java, Indonesia. Redsoga Ecoprint is an innovation in the world of batik art that prioritizes environmentally friendly principles. This batik specializes in the ecoprint technique. As stated by Kristanti *et al.*, (2024), this technique uses natural dyes from plants such as leaves, flowers, and bark, reducing liquid waste and providing a high selling point for eco-friendly fashion products. This technique not only produces unique motifs but also reduces the negative impact on the environment. Besides on fabrics, Redsoga Ecoprint also innovates by

applying ecoprint techniques to used plastic media, making it an aesthetically valuable and functional bag. Redsoga Ecoprint has been established for the last ten years. Since 2015, it has produced batik to attract customers and visitors. They not only came from Indonesia but also came from abroad. For around ten years of production, Redsoga Ecoprint has experienced ups and downs in the number of customers and visitors caused by its promotional media. This industry promotes its batik products through social media, such as WhatsApp Business, Facebook, Instagram, YouTube, TikTok, Guidebook, and flashcards.

Based on the results of interviews in the preliminary study conducted by the writer with the owner, Redsoga Ecoprint was still producing and promoting its batik products. However, from the social media that were mentioned, they still had shortcomings in each of these social media. First, WhatsApp Business (0858-5977-7215) was often limited to a smaller customer reach due to its more personal nature and could not effectively reach a wide customer base. Second, Facebook (Redsoga ecoprint) and Instagram (@redsoga.ecoprint) faced algorithm challenges that could limit the visibility of content without paid advertising support. In addition, the content on Facebook was not as much as on Instagram. Third, YouTube (Redsoga Ecoprint), this social media required a significant investment of time and resources to produce high-quality video content, and not all batik artisans had the skills to create engaging videos. Their content was last updated 4 years ago and there had been no new content since then. Fourth, TikTok (@redsoga.ecoprint) had a fast-paced format and might not have been suitable for conveying in-depth information about batik products and the process of making them. The videos on this social media were less interesting to visitors and only updated once a month. Last, Guidebooks and flashcards, used them as promotional media were less appealing to the younger generation who preferred visual and interactive content. Therefore, these media were unable to capture their attention to fully. From several social media such as TikTok, Instagram, and Facebook, there was the same content to update their product or events.

However, from what has been explained previously on their social media deficiencies, they still need promotional media that can reach more visitors or

customers. The website is a relevant solution because it offers significant advantages over other social media. With a website, the selector has full control over the content and design, allowing for a more in-depth presentation of information about their products. In the opinion of Soegoto *et al.*, (2021), A website can effectively promote products by introducing product history, types, manufacturing steps, and workers involved in making them, increasing selling prices, and geographical segmentation. The website can also make consumers more trusting because of the information obtained from the official website. With this advantage, the website can function as an e-commerce platform to make direct transactions.

Based on discussions with the owner of Redsoga Ecoprint, the writer chose to make a website as a promotional media for the Redsoga Ecoprint industry because in today's digital era, making a website can reach a wider audience globally, provide complete and easily accessible product or service information at any time, and increase business credibility in the eyes of consumers as an effective means of increasing the visibility and accessibility of batik products produced. The website can be updated regularly and equipped with analytics to understand customer desires. The writer also made the bilingual website. The bilingual website is expected to help customers and visitors to get information from the two languages that have been provided.

## **1.2 Objective**

The objective of the final project is a making a bilingual website, in Indonesian and English, as a promotional media of Redsoga Ecoprint in Batu City.

## **1.3 Significances**

Based on the purpose above, there are the following parties who get benefit from the report and the product of this final project:

### **1.3.1 The Writer**

The final project provides opportunities for the writer to produce detailed written works by existing guidelines, improves the ability to create writing-based content creation on websites, and expertise in translating written works.

#### 1.3.2 The Owner of Redsoga Ecoprint

The bilingual website delivers complete information about Redsoga Ecoprint. Therefore, the website can be the right choice for customers in selecting products with easy and attract the customer to buy. Therefore, the owner can increase his product sales. The website can also persuade customers to come directly to Redsoga Ecoprint.

#### 1.3.3 The Customer

The customers can find out detailed information about Redsoga Ecoprint from the website, which are about the story of Redsoga Ecoprint, its location, the collections, the manufacturing process, the achievements, e-news about Redsoga Ecoprint, product prices, contact person, and their social media.

#### 1.3.4 The Student of Language, Communication, and Tourism

This final project can be used as references for the final project of the English Study Program to improve and help students in a sustainable manner related to how to make promotional media, especially in making website.