

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia has a cultural heritage that is spread from Sabang to Merauke. Indonesian cultural heritage includes wayang, gamelan, traditional dance, and batik. One of the highlighted cultural heritages is batik. According to Siregar and Josua, (2024), mentioned batik is one of Indonesia's ancestral heritages. In addition, batik does not only function as a piece of clothing, but also as a symbol or an identity that gives a special meaning to it. Related to this, Rusyada et al., (2023) batik is a cloth patterned with dots and created a very beautiful pattern. In Indonesia, in addition to traditional batik, ecoprint, a technique for printing fabric that uses natural materials to create unique motifs, is currently in vogue. Ecoprint batik is unique because it uses natural prints from leaves, flowers, and other plant parts. This method ensures that each motif is organic and one-of-a-kind. Additionally, this technique is environmentally friendly because it uses natural dyes without harmful chemicals, making ecoprint batik a harmonious combination of traditional art and sustainable innovation.

The motifs that are made also vary according to the characteristics of each city, for example the batik that is typical of Batu City is known for its apple motif (Klimentin et al., 2021). Batik is often identified with process techniques that include varies he drawing of motifs to the coloring (Rohmani Taufiqoh et al., 2018). So that batik creates motifs that are diverse and full of meaning. The existence of batik is increasingly well known overseas when the United Nations Educational, Scientific and Cultural Organization (UNESCO) established Indonesian batik as a Masterpieces of the Oral and Intangible Heritage of Humanity on October 2, 2009, which later date also used as a national batik day Maiyang & Taqyuddin, (2021). Hopefully by doing this action, batik can be protected as an icon, symbol and culture heritage of Indonesian.

The existence of batik in Indonesia has developed into a significant cultural heritage that holds deep symbolic meaning. Therefore, batik has value ancestral heritage. Batik is very widespread in Indonesia. Each region has its own unique

motifs in batik, reflecting the local culture, traditions, and natural environment. While the techniques such as *batik tulis*, *batik ikat*, *batik cap*, and batik eco print may be similar across regions, the distinctive patterns and designs make each region's batik special and recognizable. Based on Annisyah et al., (2023) eco Ecoprint is fabric colouring techniques using natural materials such as leaves, flowers, and plant roots. Ecoprint has become a trend that is widely enjoyed and attracts attention in the fashion world. Batik ecoprint home industry is established in various regions in Indonesia such as Jogjakarta, Pekalongan, Solo, and Batu. Batu is regions in East Java that supports the promotion of batik ecoprint home industry. There is established Batik Eco Print home industries in Batu is Redsoga Ecoprint Batik.

Redsoga Ecoprint Batu City is a home industry that uses the natural resources available in the surrounding area to create environmentally friendly products. Redsoga Ecoprint Batik offers a variety of products, including eco-print fabrics, clothing, shoes, hats, bags and souvenirs, all made with techniques that emphasize the beauty and uniqueness of natural motifs. Each product varies in price, depending on the level of difficulty in the manufacturing process. Marketing of Redsoga batik uses social media and participates in fashion exhibitions to support the marketing of Redsoga ecoprint batik. From the exhibition that Redsoga ecoprint participated in, it got customers from different cities and foreign countries. Thus, the turnover generated by Redsoga ecoprint is very helpful in the development of ecoprint batik. To Support for the target market, Redsoga Ecoprint has several promotional media including Instagram (@redsoga. ecoprint), Facebook (Redsoga ecoprint), WhatsApp business (+62 858-5977-7215), Tik Tok, YouTube, Guide book and flash card in English. This social media posts about the production of ecoprint products, exhibition and fashion events in which the owner participates. On Instagram information about the Redsoga Ecoprint very completed. There were still a few posts and information about batik products on Facebook. Meanwhile, a detailed explanation of each batik product on WhatsApp business needs to be explicated. The guidebook already contains information about Redsoga Ecoprint. The next social media that can be used as promotion is TikTok and YouTube, these

social media contain videos of Redsoga Ecoprint Batu exhibition but the two promotion pages have not been used for a long time so there is no continuous content. The last promotional media are flashcards about Redsoga Ecoprint, but the flashcards are less effective because they are too short. To support the target markets. Therefore, the owner Redsoga Ecoprint needs other promotional media to support promoting their product.

Based on the result interview with owner to solve the problem, the writer interviewed the Redsoga Ecoprint Batu owner for preliminary study to obtain information about the existing promotional media by used Redsoga Ecoprint Batu City. Among the media used, ecoprint is a combination of unique and high-value products, environmentally friendly and natural processes, and a situation that opens up creative economic opportunities and empowerment of local artisans. However, the ecoprint market is not yet maximised due to challenges in consistency and scale of production as well as limited consumer awareness on ecoprint products. Therefore, it is necessary to develop more promotional media to reach the target market. Based on the above situation, the writer would help create promotional media in form of a booklet. The writer choose booklet to promotional media because clear and attractive to catch visitors attention. In addition, booklets are promotional media that contain important information, designed to be clear and attractive, with images to facilitate understanding and attract tourist attention. Although, print media still has irreplaceable advantages. It does not rely on internet connections, phone credit, or data packages, making it accessible anytime and anywhere without technical limitations. This is particularly important for users who do not have access to smart devices like Android phones or for those living in areas with limited network coverage. With print media, information is delivered directly, reliably, and can be enjoyed by all segments of society, including those who are not accustomed to or are unable to use digital technology. To attract tourists, the writer highlights offering good-looking designs along with good content about ecoprint, which includes well-balanced typography, contrasting colouring, a good choice of pictures, and consistent overall arrangement. With its small and informative form, the booklet serves as an effective and efficient companion in the promotional

process (Pralisaputri et al., 2016). The booklet proposed by the writer will be designed in print and electronic form (e-booklet) to enhance the promotion of Redsoga Ecoprint both offline and online. The printed booklet will be distributed to customers during the exhibition, while the electronic version will be featured on Redsoga Ecoprint social media. The booklet will be written in both Indonesian and English to help Redsoga Ecoprint promote the product to local and international customers. The advantage of the booklet is that it presents clear and interesting information.

Based on the discussion with the owner, the writer proposed a booklet as additional promotional media form Redsoga Ecoprint Batu. Booklets can disseminate information quickly and are convenient to carry. According to Rijali P. dan Islam A, (2024) booklets are able to attract consumer interest because booklets contain not only one product but different types of products, allowing consumers to make comparisons in the target market. The booklet that the writer proposes to design will be in printed and electronic form (e-booklet) to enhance the offline and online promotion of Redsoga Ecoprint Batu. The printed booklet will be distributed to customers during the exhibition and the electronic booklet will be displayed on Redsoga Ecoprint Batu's social media. The booklet will be written in Indonesian and English to help Redsoga Ecoprint Batu promote the products to local and foreign customers.

1.2 Objective

The objective of the final project is to provide information about Redsoga Ecoprint Batu and promote its products through a booklet as a promotional medium.

1.3 Significances

Based on the above objective, the report and the product of this final project is expected to be useful for the following parties:

1.3.1 For The Writer

The writer can increase her skills in writing, reading, editing and designing the product, and translating skills in translating script this final project.

1.3.2 For The Owner of Redsoga Ecoprint Batu

The booklet can be used as additional promotional medium that is useful to assist the owner in promoting and introducing the products to local and foreign visitors.

1.3.3 For The Visitors

The product of this final project can help both local and foreign visitors to know the detailed information about Redsoga Ecoprint Batu as well as its product.

1.3.4 For The Student English Study Program

Product and the report of this final project can be used as a reference for the students of the English Study Program that plan to conduct similar concept.