

## CHAPTER 1. INTRODUCTION

### 1.1 Background

Batik is a cultural heritage that has spread to almost all islands in Indonesia, each with its own characteristics. Batik has become a medium of expression for conveying messages in a symbolic way. These symbols are shown in batik motifs. Batik motifs are a collection of stylized ornaments with aesthetic compositions that aim to convey messages, stories, and wise advice (Nurcahyanti et al., 2020). Each island in Indonesia has an incredible diversity of cultures that influence the types and motifs of batik. One of the islands that is very famous and has many variants of batik is Java. Batik motifs have different characteristics among the regions in Java based on their culture, messages, and philosophies. Cultural diversity in each region shows a different identity expressed through batik motifs. Banyuwangi is one of the regencies in East Java which is popular for its beautiful batik motifs.

Banyuwangi has many batik industries that produce beautiful and unique designs. These industries are spread across almost all districts in Banyuwangi Regency. The local government strongly supports their growth and existence through various programs that promote and preserve Banyuwangi batik (Primanata et al., 2021). Batik Bhumi Langit is one of the home industries in Banyuwangi that is concerned with the development of batik in this regency.

Batik Bhumi Langit creates batik products with innovations in batik fashion that combine contemporary tastes with various motifs. Batik Bhumi Langit has its own characteristic, which is called the *pesisiran* batik style, with a signature touch of the *Gajah Oling* batik motif. *Gajah Oling* is known as the oldest and original batik motif from Banyuwangi. Shaped like the letter “S,” it symbolizes an elephant’s trunk, reflecting both aesthetic beauty and the noble values of Banyuwangi’s local culture (Primanata et al., 2021). It is always presented in every design of batik production. The reason why the writer chose Batik Bhumi Langit Banyuwangi was its distinctive combination of traditional elements and modern innovation. Its

uniqueness lies in the use of Gajah Oling as the main motif, creatively combined with other traditional Banyuwangi patterns. The owner also adds innovative touches to the designs to make the products look more modern and appealing. This home industry is located in Tampo Village, RT. 01 RW. 04 Cluring, Banyuwangi.

All of the information concerning Batik Bhumi Langit above was gathered from a preliminary study. The writer conducted a preliminary study by interviewing the owner of Batik Bhumi Langit. The owner is a couple, husband and wife. The writer asked open-ended questions to the owner, which were necessary to obtain detailed information. The owner explained that Batik Bhumi Langit still needs to be developed. They want to broaden their batik market not only in a limited area but also on a national and international scale. Therefore, to achieve their goal, they use social media as a promotional medium to introduce and market their products in the form of Instagram (@bhumilangitbatikgalery) and WhatsApp (+62 811-3678-874).

On Instagram, with 559 followers and 306 posts, the owner actively promotes the products through photos. However, the captions lack detailed information about motifs, materials, prices, or types of batik, making it less attractive to potential customers. The captions on Instagram only contain motivation and words of wisdom. Meanwhile, WhatsApp Business is used for customers to order batik products. Although these platforms help with promotion, they are still limited in delivering complete product information. Therefore, the owners need additional promotional media. They want a promotional medium that provides detailed information about Batik Bhumi Langit in bilingual form to reach both local and international markets more easily. Indonesian is for local customers, and English helps people from other countries understand the product better.

To overcome the problem mentioned, the owner needs a bilingual booklet as an additional promotional medium. A booklet, which means a small book, is a book half the size of a quarto that contains text and pictures (Hartati et al., 2020). This booklet is intended to be a promotional tool that provides more detailed information about the products offered. The booklet has been made in two forms: print and digital files. The

digital-form booklet can be uploaded to Instagram to attract and reach more customers online. Meanwhile, the print-form booklet is considered very useful in offline activities such as seminars, workshops, and exhibitions attended by the owner in the present and future, where the booklet can be distributed directly to potential customers as promotional material. In addition, the print-form booklet can be used as a souvenir for large purchases, strengthening the brand image while facilitating the distribution of product information. The booklet is designed in a bilingual format, using both Indonesian and English, so that it will be easier for consumers to get the information needed. The writer plans to help the owner of Batik Bhumi Langit create a bilingual booklet in print and digital formats, to increase the effectiveness of the existing promotional tools.

## **1.2 Objective**

This final project aims to create a bilingual booklet as a promotional medium for Batik Bhumi Langit Banyuwangi.

## **1.3 Significances**

Based on the above objectives, this final project proposal is expected to provide benefits to the following parties:

### **1.3.1 For the Writer**

The writer applied her writing and translation skills in this project. She also designed and created the booklet herself, including taking the product photos on her own.

### **1.3.2 For the Readers**

The booklets can help readers to get complete information about Batik Bhumi Langit.

### **1.3.3 For the Owner of Batik Bhumi Langit Banyuwangi**

With the booklets, the owners can introduce and promote the products to customers in person or through online distribution.

#### 1.3.4 For the Students of the English Study Program

The final project report and product can be used as a reference, especially when making a promotional booklet for the same project.