

CHAPTER 1. INTRODUCTIONS

This chapter explains the background, objective, and significance.

1.1 Background

As a multicultural country, Indonesia has a rich cultural heritage. Cultural heritage is a memorial and a strong foundation for Indonesia's national identity, reflecting a long history and cultural values (Indrawati & Sari, 2024). One of Indonesia's well-known forms of cultural heritage is traditional fabrics such as songket, ulos, lurik, and tenun. Traditional fabrics are not just textile products, but also have deep cultural elements (Alfiannuridin et al., 2024). One of Indonesia's most iconic examples of traditional fabrics from this cultural product is batik.

Batik was designated as an Indonesian Cultural Heritage on 2 October 2009 by the United Nations Educational, Scientific, and Cultural Organisation (UNESCO) in the category of intangible cultural heritage. Batik in Indonesia has been known since the Majapahit era and was popular in the late 18th century, with hand-drawn batik as the main product until the 19th century (Trixie, 2020). After the downfall of the Majapahit kingdom, the batik heritage developed and modernised until now. East Java Province is one of the places where batik is made, especially in Bondowoso Regency. Bondowoso Regency has had its distinctive batik since 1984, with the theme of cassava plants. According to the Department of Tourism, Culture, Youth, and Sports 2024 report, Bondowoso Regency has 14 home industries, one of which is the Tegar batik home industry. The Tegar batik home industry is located in Karang Anyar village, Tegal Ampel district, 10 minutes from Bondowoso city center.

Batik Tegar is a home-based batik industry established in 2018. Papaya leaves have become a distinctive feature and are combined with other batik ornaments such as coffee beans, papaya, dragonflies, and many others. Tegar Batik is a symbol of the people of the Tegal Ampel district and their creativity, with a theme that is unique and different from others. This is what triggers the writer's

enthusiasm in choosing Batik Tegar as a partner to complete the final project, to maintain Indonesia's cultural heritage through the development of Batik Tegar marketing strategies.

The preliminary study was conducted at the Tegar Batik home industry by interviewing the owner. The results of the preliminary study show that Batik Tegar promotes its products through social media platforms such as Instagram at @batiktegampel, Facebook at @Ifa Hoir, and WhatsApp at (0858-1608-2571). Although being active on various social media and utilizing online sales platforms, the promotional efforts are still suboptimal, as the product information presented is still limited, such as the lack of detail regarding product collections, variations of papaya leaves motif combinations, and customer testimonials that have not been displayed. Additionally, the owner mentioned that Batik Tegal Ampel frequently participates in various exhibitions and requires both print and digital promotional materials to provide more detailed information to customers about their products. Furthermore, the owner also aspires to expand the market reach of the Tegal Ampel batik home industry, both domestically and globally. Thus, it is a challenge for this home industry because the existing promotional media have not been sufficient to reach the target market.

Therefore, the writer intends to make an informative and engaging bilingual promotional medium, namely in Indonesian and English. Referring to the discussion results with the owner, the writer proposed a promotional media booklet. Since a booklet was determined to be the most suitable complementary promotional medium to promote Batik Tegar Home Industry.

1.2 Objective

This final project creates a bilingual booklet as a promotional medium for Batik Tegar Home Industry.

1.3 Significance

This final project has some significance to the following parties:

1.3.1 The Writer

The writer can apply her writing skills in writing proposals, final project reports, and booklets. Besides that, she applies translation skills in translating the script from Indonesian to English. The writer can practice booklet editing skills during the project, as well as the application of media development. Such as Media Development, Content Creator, Technology and Media, Literasi Digital, and Professional Communication.

1.3.2 The Owner of Tegar Batik Home Industry

The owner of the Tegar Batik home industry can use the promotional booklet to present detailed information about the product and business profile.

1.3.3 The Customer

The customer can assist both local and international communities in identifying and acquiring knowledge about the Tegar Batik home industry.

1.3.4 The Student of English Study Program

This final project can serve as a reference for other students in the English Study Program to conduct similar projects, particularly in creating promotional booklets.