

## CHAPTER 1. INTRODUCTION

### 1.1 Background

The tobacco plant is well known as the city branding of Jember. This can be proven by the presence of tobacco museum and tobacco library in Jember. Also, the usage of this plantation as official logo of the Jember Regency Government, Jember Universities and Polythetic Negeri Jember. All three official websites informed in detailed. This is complete sense, since 1850 the international world recognized the Besuki Na Oogst (BNO) type of tobacco cultivated in the Jember district area. Emotionally inspired by tobacco as the main commodity of the Jember people, this makes tobacco a cultural icon of Jember. There are two Jember cultural products inspired by tobacco plants, namely the *Lah Bako* dance (*Lah Bako* is Madurese language as means tobacco) and batik motifs.

As a part of the Jember batik motifs, which shows rich diversity, with each region having different features and designs. Barata Batik, situated in Tegal Waru Village within the Mayang Sub-district Jember Regency of East Java, is particularly noteworthy. It specializes in both handwritten-crafted and stamped batik textiles, offering a wide range of motifs at competitive prices. The prominent Barata batik motifs are *Kelokan* and *Gundukan*, these batik motifs is only made by Barata Batik. This homebatik industry also has some unique motif Pandhalungan motifs, they include *Uwuh Kopi*, *Godhong Kopi*, *Ceplok Kakao*, *Kakao Raja*, *Pancar Warna*, *Kakao Biru* and *Wiji Mukti*. The tobacco motif is especially favored as it represents tobacco plantation, which is a significant Jember icon.

The preliminary study is delivered by the writer to better understand its uniqueness and value of the Barata Batik production. The offline interview was conducted by the owner. Firstly, he informed that the Barata Batik also provides batik classes for the public. This facility is often utilized by schools and social communities. Secondly, he stated that Barata Batik promotion and its activities have informed as contents on some social media, such as Instagram (@baratabatik), Facebook (Barata Batik), TikTok (baratabatik38), and WhatsApp (085102632838). Thirdly, Barata Batik often participated in exhibitions, including the Jember Fashion Carnaval every year, and in 2019, Barata Batik won 1st place in a batik uniform making competition in Jember. In addition, its batik cloth products are often used by several important people in Jember, such as the Regent and Deputy Regent. Fourthly, the Barata Batik's efforts are having a positive impact on the economic well-being of the local community by employing the 10 local batik's craftsmen.

However, even though Barata Batik has potential in improving local economy and boosting the tourism sector. In this case, the owner required another promotional medium when he attended the batik events, even so, that it could be accessed by the exhibition or batik event visitors. Moreover, the owner wants to promote its products not only to local people but also to foreign people. Therefore, the writer offered to make a bilingual website as a promotional medium to promote Barata Batik Jember products. This is approved by the owner because the website can be used to inform the Barata Batik product in detailed to the customers and it can be accessed during a batik exhibition.

This website can be used to introduce and promote Barata Batik to potential domestic and international buyers. It contained of batik products, activities, and facilities. Furthermore, the owner grants permission to use this platform as the official media for Barata Batik Jember.

## **1.2 Objective**

The objective of this final project is to make a website as a promotional medium of Barata Batik Jember

### **1.3 Significances**

The significance of the report and the outcome of this final project report can be beneficial the following parties.

#### **1.3.1 For the writer**

By doing this project, the writer can enhance proficiency in her writing and translation skill, computer operation, skills in English, web design, and digital marketing.

#### **1.3.2 For the readers**

This website can assist in introducing and promoting the Barata Batik product to the readers. Also, the content of batik motif, pricing, and ordering process are delivered in bilingual English and Indonesia version. It may be easier for global markets to access it.

This final project can be used as a promotional medium for Barata Batik businesses, which can attract the attention of more customers and increase sales.

#### **1.3.3 For the students English Study Program**

This final project report and product can be used as a reference for students of the English study program who want to create promotional media in the form of a website.