

CHAPTER 1. INTRODUCTION

1.1 Background

Batik has become symbol, icon and cultural heritage related to life of Indonesian society since long time ago in Indonesia. Batik has been known for centuries as a traditional Javanese outfit since Hindu and Buddhist times. The evidence can be seen in relic temples Hindu and Buddhist times that use batik motifs on variety ornamental. Batik was originally used as a garment by some certain royal family and was used at certain ceremonies. Gradually now batik is used as everyday clothes by Indonesian society and some people also use it as school uniform or office uniform. According to Moerniwati (2013), The word "Batik" is derived from two Javanese words, "amba" which means writing and "nitik" means point. So Batik means writing or painting.

United Nations Educational, Scientific and Cultural Organization (UNESCO) officially recognize Batik as the identity and culture of Indonesia, including batik in the Representative List of the Intangible Cultural Heritage of Humanity on October 2nd 2009.

Various motifs of batik in Indonesia have philosophy in each region. Such as in East Java has several kinds of batik motifs. A lot of different home industries have their own batik manufactures, and they have created some special motifs based on each region. For example, Madura has its own special batik motif called Tanjung Bumi and Tuban has famous batik motif called Batik Tulis Gedog.

According to Bifadlika and Russanti (2016), Bondowoso as one of the regencies in East Java province has its own unique batik since 1984. The typical batik of this regency promotes the theme of cassava plant. Cassava is a leading commodity in Bondowoso, therefore with the theme of cassava plants on batik motif is expected to introduce Bondowoso especially on the handicrafts of typical batik of Bondowoso. However, Bondowoso does not only produce cassava batik motifs. Some of the developed motifs are gerbong maut motif, ojung tradition motif, tobacco and strawberry. The people's interest in Batik are increasing and

they began to establish their own Batik Business. One of the home industries of batik in Bondowoso is Sanggar Batik Magenda. It was established in 2015. Sanggar batik magenda is located in *Jalan Raya Sukowono Polsek Tamanan*. To gather further information about Sanggar Batik Magenda, the writer conducted a preliminary study by doing interview.

First, the writer did interview by asking some questions related to promotion media that Sanggar Batik Magenda already had. The owner said that it just had a fans page in Facebook to promote their batik.

Second, the writer checked media of promotion that they had to promote Sanggar Batik Magenda. The writer checked the content of Facebook fans page. In that media, it just provides pictures about batik that had been produced and pictures of the process of making batik itself. The owner said that it needed kinds of promotional media to promote its batik to the public. The writer also checked the media of promotion owned by Department of Tourism and Culture of Bondowoso. It just had a booklet that provided all information about Bondowoso. For batik itself, it just provided some pictures of batik products in Bondowoso and there is no further information about Sanggar Batik Magenda products.

For that reason, the writer decided to make a booklet as a promotional media for Sanggar Batik Magenda to attract domestic and foreign visitors to visit Bondowoso. According to Sholeh (2011) in his book "Advertising in the Era Today ", booklets are a means of advertising which can attract many productive consumers. It can give people information about Sanggar Batik Magenda and increase the demand of batik itself especially for Sanggar Batik Magenda. The writer will make this booklet entitled "The Aesthetic of Batik Magenda Bondowoso". The writer chooses a booklet as promotional media because it is simple and handy, the content of booklet will full of pictures and texts which hopefully make the readers interested. It will be in bilingual version, Bahasa Indonesia and English.

1.2 Objective

The objective of this final project is to make a booklet for Sanggar Batik Magenda in Bondowoso.

1.3 Significances

Based on objective above, hopefully this final project can give benefits to the following parties:

1.3.1 For the writer

This final project can be a means for the writer to apply and improve her skills in writing by composing the concept and bilingualism by translating the script from Indonesia to English.

1.3.2 For the readers

The readers can get information about Batik Magenda and raise their interest in Batik Bondowoso.

1.3.3 For Department of Tourism and Culture of Bondowoso

The product of this final project can be used to help Department of Tourism and Culture of Bondowoso provide complete information about Sanggar Batik Magenda for foreign and domestic tourists.

1.3.4 For the students of English Department

The report and product of this final project can be used as references for students of English Study Program Politeknik Negeri Jember who want to conduct similar final project, especially in making a booklet.

1.3.5 For the owner of Sanggar Batik Magenda

The product of this final project can serve as a media promotion since it shows about products of Sanggar batik magenda.