

## CHAPTER 1. INTRODUCTION

### 1.1 Background

On October 2<sup>nd</sup>, 2009 United Nations Educational, Scientific and Cultural Organization (UNESCO) officially confirmed Batik as Indonesia Culture Heritage and set October 2<sup>nd</sup>, 2009 as Batik National Day in Indonesia. Batik is one of the existing cultures in Indonesia from ancient time (Moerniwati, 2013). It becomes an asset and icon of Indonesia which represents and indicates the history of Indonesia itself. The word Batik is a series of words from Javanese *mbat* and *tik* (Musman and Arini, 2011). In Javanese, *mbat* is *ngemba* it means throw repeatedly, while *tik* means a point. It means that Batik is drawing repeatedly points on the cloth to get a beautiful pattern.

Many places in Indonesia have types of beautiful batik motifs. Each region in Indonesia has their batik motif that depends on the characteristics of each region, such as Batik Jagung Miji Emas from Bojonegoro, Batik Kawung from Yogyakarta, Batik Pekalongan, and Gajah Oling Batik from Banyuwangi. Gajah Oling is the most popular batik in Banyuwangi, East Java, but this motif is manufactured in different home industry such as Virdes Batik, Tatsaka Batik, Pringgokusumo Batik, and Sayuwiwit Batik. The writer is interested is taking preliminary study in Sayuwiwit Batik, because it is the oldest home industry batik in Banyuwangi but still exist in this modern era.

Sayuwiwit Batik is one of batik home industries that produces many kinds of batik patterns and motifs located in Temenggungan Banyuwangi. It is also the first batik home industry founded by Mr. Soedjodjo Dulhaji in 1997. The name of Sayuwiwit is taken from the heroine in Banyuwangi. To know more about Sayuwiwit Batik, the writer conducted a preliminary study by doing interview with Mrs. Fonny Meilyasari, the daughter of the founder and the owner replace, Mr. Soedjojo.

The writer interviewed the owner about kinds, price, and also about promotional media of Sayuwiwit Batik. The owner informed that Sayuwiwit Batik has three kinds of batik. They are hand written batik, stamped batik, and semi

hand written batik. Talking about price depends on motif and the width of fabric that can be requested by the customers.

Sayuwiwit Batik markets the products in their showroom. Therefore, the customer can buy the products there. Generally, the customers are government employees who order for their uniforms, and the customers who are participants of Banyuwangi Batik Festival. They know about Sayuwiwit Batik from social media Facebook and Instagram. Sayuwiwit Batik does not have promotional media other than social media. When the writer checked the promotional media about Sayuwiwit Batik in The Department of Culture and Tourism Banyuwangi, the office only had a booklet that provided information about Banyuwangi, including some pictures of Gajah Oling Batik. This booklet did not have information about another batik home industry in Banyuwangi especially Sayuwiwit Batik.

After getting the information from the owner and Department of Culture and Tourism Banyuwangi, that Sayuwiwit Batik does not have promotional media such as video, booklet or website, the writer offered to make video or booklet. The owner chooses booklet because when the owner opens a stand in Banyuwangi Art Week, she will use the booklet to promote Sayuwiwit Batik because booklet will provide the pictures of Sayuwiwit Batik motifs which many people still do not know. Therefore booklet can be a medium to get more customers. Furthermore, it can increase Sayuwiwit Batik income. For that reason, the writer decided to make booklet as promotional media of Sayuwiwit Batik. The writer made the content of booklet with full of pictures and simple text and also the booklet was made in bilingual version, Indonesian and English.

## **1.2 Objective**

The objective of this final project is to make a booklet as promotional media of Sayuwiwit Batik Banyuwangi.

### **1.3 Significances**

Based on the objective above, the report and product of this final project are expected to give benefits to the following parties:

#### **1.3.1 For the Writer**

Final project can be a means for the writer to apply translation skills, writing skills when the writer writes the proposal and booklet, and computer skills when the writer designs the booklet.

#### **1.3.2 For the Readers**

The product of final project can help the readers to get information and reference about Sayuwit Batik Banyuwangi, especially about the motif.

#### **1.3.3 For The Department of Culture and Tourism Banyuwangi**

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

#### **1.3.4 For the Owner of Sayuwit Batik**

The product of this final project can be served as a media of promotion because it shows about the product of Sayuwit Batik.

#### **1.3.5 For the Students of English Department**

This product can be used as a reference for students of English Study Program who will conduct the final project of making a booklet.