

CHAPTER 1. INTRODUCTION

1.1 Background

Batik is an Indonesian cultural art that is famous throughout the world. Batik is a form of cultural heritage that has been passed down through the generations. Batik is no longer just a cultural tradition but also a modern fashion product that symbolizes the nation's identity (Widagdo et al., 2022). The batik industry has grown rapidly in Indonesia, especially on the island of Java. Java has many regions that produce batik, each with its own unique characteristics. The motifs, colors, and philosophies of each region reflect their respective cultural identities.

Banyuwangi is one of the regions in East Java that is famous for its batik industry. According to Paramita et al. (2021) Banyuwangi has 21 nationally recognized batik motifs that reflect local flora and fauna as symbols of the region's cultural identity is one of the home industries in Banyuwangi, located in Sumbergondo, Glenmore District, Banyuwangi Regency. Griya Batik Barata has many unique features of batik that are characteristic of Banyuwangi, including the Batik Gajah Oling, Kangkung Setingkes, Kopi Pecah, and many more. Each motif has a different meaning and philosophy. Interested in home industries in Banyuwangi, the writer found Griya Batik Barata to be the perfect partner for the final project.

The writer chose Griya Batik Barata for this project because it is a home industry that represents the creativity and cultural identity of Banyuwangi. Griya Batik Barata not only focuses on batik production, but also wants to prioritize building customer trust and maintaining partnerships through promotional activities. The company actively utilizes digital platforms such as Instagram (@griyabatikbarata), Facebook (@griyabatikbarata), and TikTok (@griya_batik_barata) to promote the product in both domestic and international markets. In addition, many home industries in Banyuwangi

offer similar products, making competition in the local home industry increasingly strict. Therefore, Griya Batik Barata needs to strengthen company branding to differentiate itself from the competitors and build a stronger image, both in the local and international markets. All of the information about Griya Batik Barata described above was obtained through a preliminary study conducted by the writer through interviews with the owner.

The owner wanted to expand the target market to include the international market and hopes that Griya Batik Barata will become better known among local and international customers or business partners. However, Griya Batik Barata does not have promotional medium that clearly and attractively explain its business profile, especially for introducing the company to foreign customers. Developing company profile, is important for strengthening a company's brand image. Effectively designed profiles can increase credibility and attract customer trust, potentially increasing sales.

Therefore, to strengthen Griya Batik Barata's branding and build customer trust, the writer created a company profile to introduce the company to the public in a more professional and available, both domestically and internationally. The writer designed the company profile as a bilingual version (Indonesian and English) and in two formats (printed and digital), making it easily available for various promotional purposes.

1.2 Objective

The objectives of this final project are to design a bilingual company profile (Indonesian and English) Griya Batik Barata, to strengthen the company's branding to reach both customer trust and local and international stakeholders.

1.3 Significant

Based on the stated objective, this final project report and product are expected to benefit the following parties:

1.3.1 For the Writer

The writer enhances her writing skills by composing the script for this final report and improves her translation ability through translating both the script and the company profile from Bahasa Indonesia into English.

1.3.2 For the Readers

Through this project, readers can learn about Griya Batik Barata and gain a better understanding of the company's background and activities.

1.3.3 For Griya Batik Barata

The company can use the company profile as a promotional medium to develop their business and attract more customers.

1.3.4 For the students of English Study Program

This final project and its product can serve as a supporting reference for students of English Study Program who want to work on a similar project, especially when designing a company profile.