

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is a big country with wide geographical conditions. These conditions have influenced the existence of many ethnic groups and cultural diversity in different regions. Each region has its own social life, traditions, and culture. This diversity can be seen in various cultural heritages, including traditional arts, artifacts, and handicrafts that represent the cultural identity of local communities. One of the most well-known handicrafts is batik, which is an art form created on fabric by drawing patterns to produce decorative designs (Supriono, 2024). Batik functions as a cultural product and a symbol of social values, and its development varies across regions. The cultural value of batik is strengthened when UNESCO officially recognizes batik as an Intangible Cultural Heritage on 2 October 2009, following a nomination and evaluation process conducted by the subsidiary body of the Committee for the Safeguarding of the Intangible Cultural Heritage (Evita *et al.*, 2022). Therefore, batik is not only viewed as an artistic creation but also as an important part of Indonesia's cultural heritage that reflects cultural diversity and social values.

As one of the regions with strong cultural traditions, Yogyakarta plays an important role in preserving batik as part of Javanese heritage. This city keeps these cultural values through various ways, including the role of the Kraton Yogyakarta, which helps preserve batik. According to Wulandari (2022), the earliest batik-making area in Yogyakarta is in Plered Village, Imogiri, Bantul, and batik was made only within the royal family. Additionally, another way to preserve traditional batik patterns such as *Parang*, *Kawung*, *Truntum*, and *Nitik* is by continuously producing, learning, and teaching batik.

Beyond these preservation efforts, batik has also continued to develop as an important part of Indonesia's creative economy and cultural heritage. As stated by Syamsudin and Amir (2021), Batik handicraft is not only regarded as a production activity but also as a form of creative economic empowerment and a way to preserve national cultural heritage. One of the businesswoman involved in the preservation

and development of batik in Yogyakarta is Batik Darmo. It is a home-based batik industry that produces and sells various batik products, consisting of batik fabrics such as hand-written batik, stamped batik, ecoprint, *shibori*, and *jumputan*. Additionally, Batik Darmo sells batik fashion such as clothing, obi belts, blangkons, hats, bags, wallets, hand fans, and batik-making supplies. Furthermore, Batik Darmo also provides Batik courses. These course aim to help visitors or customers understand the batik-making process easily and guided directly by the owner.

Based on a preliminary study conducted on 2 November 2025. From the observations and interviews, it was found that Batik Darmo markets its products through store, social media, e-commerce platforms (Shopee, TikTok Shop, Lazada, and Tokopedia), and batik galleries. To support its target market, Batik Darmo uses digital platforms such as Instagram (batikdarmo) with 527 followers, Facebook (batikdarmo) with 94 followers, WhatsApp Business, TikTok (batikdarmo) with 151 followers, and YouTube (Batik Darmo) with 64 subscribers and each platform has its own strengths and weaknesses. For Instagram, Facebook and Tiktok show consistent posting and clear content. However, most of the content is still limited in storytelling and clear call to action. In contrast, YouTube shows low consistency with limited content. Nevertheless, the platform supports longer and more detailed videos that can support promotion. Among these platforms, WhatsApp provides complete information through WhatsApp Business with a product catalogue. Which can facilitate customers purchasing Batik Darmo products. Then, to promotional printed media, Batik Darmo does not have a booklet and only provides a one-page flyer. The flyer contains only photos of the batik courses and the contact person. Moreover, Batik Darmo is in *Kraton* area and near *Pasar Ngasem*, which is often visited by tourists.

Based on the conditions above, the owner requests the writer to make an information media in the form of a book to provide more updated and attractive information for potential customers and visitors. This medium is aimed to be used in the store and as an information tool in social media. The writer offers the booklet because it suits business needs. Booklet is a small book that presents product or service information in a clear and simple way, supported by attractive visual

elements. According to Malika *et al.* (2025), a booklet demonstrates good graphic design quality by including key elements such as font, layout, illustrations, color, and overall visual appearance. In practice, booklets are easy to read, carry, and access.

Therefore, based on Batik Darmo's marketing needs and the owner's request, the writer selects a bilingual booklet in English and Indonesian as the main promotional medium for Batik Darmo, targeting both local and foreign visitors. The owner requested that the booklet be available in both printed and digital (e-booklet) formats to reach both audiences effectively. The booklet is designed as a complete, attractive, and easily accessible source of information. In addition, with the use of detailed content and attractive design, the booklet is expected to attract potential customers and visitors. In the long term, the booklet serves as a sustainable marketing tool that supports Batik Darmo's business development.

1.2 Objective

The objective of the final project is to create a booklet that provides information about Batik Darmo Yogyakarta and promotes its products as a promotional medium.

1.3 Significances

Based on the objectives stated above, this final project is expected to benefit several parties.

1.3.1 For the Writer

The writer can apply writing, translation, and computer skills to create a booklet as a promotional medium.

1.3.2 For the Owner of Batik Darmo Yogyakarta

The booklet can be used as the main promotional medium to help the owner promote and introduce the products to both local and foreign visitors.

1.3.3 For the Visitors

The product of this final project can help both local and foreign visitors understand detailed information about Batik Darmo Yogyakarta, including the

products and services that offers.

1.3.4 For the Student English Study Program

For students of the English Study Program, this report can serve as a reference for making a booklet as promotional media for the final project and also provide an overview of the final process.