

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is a country with a wealth of cultural diversity, and this diversity supports the growth of many creative industries, including batik. Batik is more than just a traditional cloth, it represents stories, symbols, and identities that have been passed down for generations. According to Akbar (2024), the batik sector has a strong influence on cultural development and also creates new economic opportunities for local communities. Therefore, many batik craftsmen and small businesses play a significant role in keeping the tradition alive and helping it evolve over time.

A skilled batik artisan is capable of creating designs that not only exhibit aesthetic beauty but also reflect deep cultural significance. The selection of motifs, patterns, and colors by a batik artisan is not merely an aesthetic process, but also a way of conveying stories, beliefs, and values that have been passed down through generations. Each motif carries its own symbolic meaning, deeply rooted in nature, spirituality, or local traditions that are distinctive to each region. As noted by Sari, D. R. (2021), batik is a form of art that intricately combines technique, pattern, and meaning, making each piece not only visually appealing but also rich in cultural value.

Over time, the batik industry has grown far beyond the production of traditional fabric alone. Many batik businesses have expanded their product range to include ready-to-wear clothing, modern accessories, home decoration items, and souvenirs. This shift reflects the increasing consumer demand for batik products that are not only culturally valuable but also functional and relevant to everyday needs. As a result, batik producers have been driven to reach broader markets, both domestically and internationally, while also utilizing digital platforms and social media as promotional tools to strengthen their brand identity amid growing competition. In this context, local brands such as Batik Karimata play a meaningful role by combining traditional batik techniques with innovative design concepts inspired by local nature and cultural heritage. This blend of cultural authenticity and

modern creativity not only helps preserve the legacy of batik but also supports the growth of the local creative economy.

What makes Batik Karimata special is its approach to combines traditional elements such as culturally meaningful motifs and a deep respect for time-honored batik-making traditions while at the same time embracing contemporary design sensibilities, experimenting with modern color palettes, refined patterns, and innovative fabric applications with modern innovation it also embraces contemporary design sensibilities experimenting with modern colour palettes, refined patterns, and innovative fabric applications.

The motifs produced are deeply rooted in local culture and natural surroundings, yet the color choices and fabric applications are continuously refreshed to meet contemporary tastes. This combination makes Batik Karimata attractive to a wide range of customers, from government institutions and school communities to tourists who are looking for genuine cultural products with a fresh visual appeal. Over the years, the business has steadily built its reputation as a local brand that takes quality seriously.

To better understand the business before developing the promotional booklet, the writer conducted a preliminary study by directly interviewing the owner of Batik Karimata. From this conversation, it was learned that the business has been running since 2021 in Jember, offering products such as hand-drawn batik, stamped batik, and various souvenir items. The owner expressed a clear vision of becoming a trusted local batik producer that stays true to cultural values while keeping up with modern fashion trends.

However, despite the strong foundation the business has built, its digital marketing efforts remain fairly limited. Promotion is mostly carried out through Instagram, but the content is rarely updated and is almost entirely in Indonesian. The way products are presented online also lacks the depth and consistency needed to stand out in a competitive digital market, particularly when trying to reach buyers from outside the country. These gaps became the starting point for this project and highlighted the need for a more structured and bilingual promotional approach.

The owner also uses Instagram, Facebook, and online marketplaces; however, these platforms have not yielded significant results, as the information provided remains basic and is not available in bilingual formats. The content primarily consists of simple product photos with limited descriptions, lacking detailed explanations about the motifs, cultural meanings, pricing, and ordering procedures. Furthermore, the absence of consistent branding, engaging captions, and interactive communication reduces audience engagement and limits the brand's visibility to a broader market, particularly international customers. Using English could help expand their reach and support the business's long-term goal to enter global markets. In conclusion, bilingualism plays an essential role in expanding communication reach, as it is defined as 'the ability to use two languages alternately and effectively in communication.

After a thorough discussion of the various promotional needs, the writer recommended the development of a promotional booklet to effectively address these requirements. A booklet (Kotler and Keller 2016) marketing communication such as brochures and booklets allow companies to provide detailed information, build credibility, and create a lasting impression on customers can present product information clearly and visually including photos of batik motifs, explanations of their meanings, the production process, and a product catalog. Persuasive text inside the booklet can also build customer interest and trust, as it aims to convince readers to think, feel, or act in a certain way, therefore, it is not just giving information. The booklet is prepared in two languages: Indonesian and English. This approach is expected to strengthen the brand image and support Batik Karimata's goal to reach the international market. Through the development of this booklet, Batik Karimata hopes to improve its promotional strategies, increase product visibility, and introduce the beauty of local batik culture to both national and global audiences.

1.2 Objective

The objective of this final project is to develop a bilingual promotional booklet (Indonesian and English) for Batik Karimata. This booklet aims to become a promotional tool that helps the brand reach a wider audience, including local and international customers.

1.3 Significances

Based on the objectives above, hopefully, the final report and the product of this final project can be beneficial for the following parties.

1.3.1 For the Writer

This project helps the writer improve writing, content development, and translation skills. The writer also learns how to create simple, clear, and persuasive promotional texts in two languages.

1.3.2 For Batik Karimata

The booklet supports the owner of Batik Karimata in promoting their batik products to a bigger customers. The bilingual format makes the information accessible for potential customers from other countries.

1.3.3 For the Readers

Readers can get clear and complete information about Batik Karimata, including the product types, motif characteristics, and cultural values behind the designs. The booklet helps readers understand the uniqueness of the brand.

1.3.4 For Students of the English Study Program

This final project report can be used as a reference by English Department students who plan to develop a similar project, especially those who choose a promotional booklet as their final product.