

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is known for its abundant cultural heritage, one of which is batik. It has not only served as a product with high economy values but also as a national identity. This statement is in line with Nengsih et al. (2025) that batik can increase the economy of the community and help preserve cultural heritage. The economic contribution made by this industry is not only quantitative in terms of income and employment, but also qualitative in expanding the local creative economy ecosystem (Safitri et al., 2024). Furthermore, batik was officially recognized as the identity and culture of Indonesia by United Nations Educational, Scientific and Cultural Organization (UNESCO) on October 2nd, 2009 (Widiastuti et al., 2024). This highlights the legitimation of batik domestically and globally.

Batik is manufactured in many regions in Indonesia. One of the regions is Bondowoso Regency, which is situated in the eastern part of East Java Province. It has had its own distinctive batik since 1984 (Imama et al., 2024). They also stated that the batik motif characteristics of Bondowoso Regency are inspired from natural products, especially *Daun Singkong*. Furthermore, since 2009, the Bondowoso Regency Government has officially confirmed the cassava leaf motif as the signature batik motif of the region. The cassava leaf motif has encouraged batik craftsmen to develop their own motifs. Several motifs that have been produced by batik craftsmen in Bondowoso include coffee, tobacco, chili, butterfly, dragonfly, macadamia nuts, strawberry, *Singo Ulung*, and others (Imama et al., 2024).

One of the batik industries in Bondowoso is Ijen Batik. Ijen Batik is owned and managed by Mr. Andriyanto. It was established in July 2017 and is located in Kemiren Village, Tamanan Subdistrict. The name of Ijen Batik is inspired by a well-known tourist destination in Bondowoso namely Ijen Geopark. Ijen Batik stands out from other batik industries due to its coloring technique, which uses *sembur* (gradation) method. This method combines two or more colors during the coloring process, making the products of Ijen Batik look unique and different from

the other batik industries. Beside that, this home industry offers many batik motifs that reflects the natural and the cultural identity of Bondowoso, such as Blue Fire, My Bee, *Topeng Kona*, *Singo Ulung*, *Reog*, *Daun Singkong*, *Daun Tebu*, and *Daun Kopi*. In addition, customers can also request custom batik motifs. One of its remarkable achievements has been the order of The Indonesian Minister of Youth and Sports for his attire to attend the 2018 Asian Games, marking its way to national market.

Ijen batik carries out its promotion using three methods, namely words of mouth, social media, and website, as informed by its owner. Words of mouth promotion is effective in building trust but has limited reach, as it primarily influences individuals within close networks, making it difficult to expand to a broader market. The social media promotion is carried out through Instagram, Facebook, TikTok, and WhatsApp. The Instagram account (@ijenbatikbondowoso) has 2,081 followers, while the Facebook account (Ijen Batik Bondowoso) has around 5,400 followers, both were last updated on December 27th and July 11th, 2025. Meanwhile, the TikTok account (@ijenbatikbondowoso) has 16,700 followers, with the latest update on October 31st, 2025. However, the social media platforms are mainly used to share product photos and videos with no detailed information such as, prices and materials. Furthermore, the WhatsApp account (0853-3606-6464) serves as a direct communication channel for customer inquiries. The official website (<https://batiktamanan.blogspot.com>) also functions as a promotional platform, but the content is incomplete, as only a few motifs are displayed without clear descriptions, making it difficult for customers to obtain comprehensive product information.

The three promotional methods used have not been able to meet customer needs because details such as motifs, materials used, prices, and order procedures have not been effectively communicated through the existing promotional media. In addition, the owner stated that he barely has time to update the contents due to his busy work. He needs assistance to create additional promotional media to support the existing promotional media that can provide more complete information in promoting his products. The owner also mentioned that he wanted printed and

electronic booklets written in two languages, English and Indonesian, as new promotional media for Ijen Batik Bondowoso to promote his products locally and globally. The printed booklet was intended to provide detailed information about the company and its products to walk-in customers, event participants, and potential customers. In addition, a printed booklet provides well-organized and comprehensive information that customers can read anytime without needing internet access. Meanwhile, the e-booklet aims to provide comprehensive information to prospective customers through his digital platforms, such as Instagram, Facebook, TikTok, WhatsApp, and Website.

In conclusion, the writer decided to create a bilingual booklet in two versions, printed and electronic, as a promotional medium for Ijen Batik Bondowoso to attract domestic and international customers. Booklet is a powerful promotional tool and it is in line with Rosantika et al. (2025), who stated that a booklet is a form of visual communication design used to deliver information clearly and attractively by combining text and images, allowing messages to be communicated more effectively to the audience.

1.2 Objective

The objective of this final project is to make a bilingual printed and electronic booklets as promotional media for Ijen Batik Bondowoso.

1.3 Significances

The final project is expected to give benefits to the following parties.

1.3.1 for the Writer

The writer can improve her writing skill by composing the final report and the script of the product, translation ability by translating the script of the booklet, and design skill through the process of designing the booklet.

1.3.2 for the Owner of Ijen Batik Bondowoso

The owner of Ijen Batik Bondowoso can use the product of this final project (electronic and printed booklets) to promote his batik products.

1.3.3 for Customers or Readers

The product of this final project can help customers or readers to get detailed information about the products of Ijen Batik Bondowoso.

1.3.4 for Students of the English Study Program

This report can be used as a reference for students of the English Study Program at Politeknik Negeri Jember who will conduct a similar type of final project, especially booklet and e-booklet.