

CHAPTER 1 INTRODUCTION

1.1 Background

Indonesians are very proud of batik because it is part of their culture. This traditional fabric is recognized as a UNESCO World Heritage item and is famous all over the world. Every region has its own batik patterns, which tell stories about local culture, nature, and values. According to Iskandar and Kustiya. (2017) Batik is the art of drawing on fabric for clothing that goes beyond mere artistic activity. The motifs presented in batik contain deep philosophical values. The philosophy behind these batik motifs is inseparable from Javanese culture, which is rich in symbols of life that reflect the Javanese people's worldview as a whole. Batik is also a local product that typically has unique patterns. These patterns are inspired by the cultural and tourism potential of each region. Various motifs are influenced by local beliefs and characteristics, which are then expressed on a piece of fabric. One of the batik regions in Java is Jember, which also features many motifs inspired by local beliefs or its natural resources. Salma et al. (2015) stated that Jember is known for its tobacco, coffee, and cocoa plantations. Therefore, if these two commodities are used as batik motifs, people who see them will immediately think of Jember tobacco, coffee, and cocoa, which are not only the main agricultural products in this region, but also have aesthetic value or beauty, both in terms of the shape of the fruit and the beans. Therefore, batik is expected to be preserved and developed, especially by the people of Jember.

According to Ananda and Ashaluddin (2016), the batik home industries fall under the informal sector, operating with unique production methods closely tied to local wisdom, utilizing local resources, and emphasizing handmade. The batik home industry can expand employment opportunities for the surrounding community, boost the local economy, and reduce unemployment. One example of a batik home industry in Java is Batik Kertabumi Jember, located on Jalan Kertabumi Jember Kidul, Kaliwates District, Jember Regency, East Java.

This industry can be categorized as a Micro, Small, and Medium Enterprise (UMKM). The writer conducted an interview with the owner as a preliminary study to gather more information about Batik Kertabumi Jember. The writer was interested in this business because of its use of intense colors and distinctive gradations that complement the simplicity of its batik motifs. This unique feature inspired the writer to help promote the business through promotional media. Regarding its background, Batik Kertabumi Jember was established on September 19, 2020. He started the business because of his background as a permanent art teacher at Darus Shola High School. In June of that year, school activities, which were usually part of his work, were reduced due to the COVID-19 pandemic. He decided to develop his skills in batik and start the business. That was when the owner decided to start exploring batik, beginning with observing his neighbors and starting to learn and take batik training courses, such as *Uji Kompetensi* level 1 to level 3 in Malang. The owner has continued to develop batik until now. This home industry sells ready-made batik. Salma et al. (2015) stated that the shape of the Jember batik leaf tobacco is quite weak in visual appearance or lacks character as a motif. In response to this situation, the owner of Batik Kertabumi Jember had the idea to make the colors and gradations more intense. This uniqueness encouraged the writer to choose Batik Kertabumi as a partner in completing the final project to increase sales through social media.

According to information obtained during the interview with the owner for the sale of Batik Kertabumi, the product is promoted through social media such as Instagram at @batikkertabumi_jember, TikTok at @batik.kertabumijember, and WhatsApp at (085235535522). Batik Kertabumi Jember has various social media accounts; however, it only uploads videos or photos without including complete information such as what type of batik they make, what patterns they develop, and what items they sell. Therefore, Batik Kertabumi Jember still needs to improve its promotion because many people do not know about it yet. The information about this batik is still limited. For this reason, the owner needs both printed and digital promotional media in the form of a bilingual booklet to help customers get more

information about Batik Kertabumi Jember, and this e-booklet will be posted on their social media. The owner then requested the writer to create this bilingual booklet as a promotional medium. In addition, the owner hopes that his products can be better known by the wider community, both locally and internationally, through international events in Jember, such as the Jember Fashion Carnival (JFC).

Based on the discussions with the owner of Batik Kertabumi, booklets were chosen by the owner as an additional promotional medium to complement the promotion of Batik Kertabumi Jember. According to Saragih and Andayani (2022), booklet can be an effective choice for promotional activities because they are comprehensive, detailed, and designed to be more appealing and customized to specific needs. The booklet was produced in two versions, printed and electronic. Both versions aim to expand promotion and information so that local and foreign communities can learn about Batik Kertabumi Jember. The booklet can maximize both offline and online promotional activities. The printed booklet was placed at Batik Kertabumi Jember, while the electronic booklet was displayed on Batik Kertabumi Jember social media accounts.

1.2 Objective

The goal of this final project was to create a bilingual booklet as a promotional medium for Batik Kertabumi Jember.

1.3 Significance

The results of this final project are expected to benefit a number of related parties:

1.3.1 The Writer

This final project serves as a means for the writer to apply and develop the competencies acquired during the study, especially writing, translating, and design. For the translation aspect, the writer translated the booklet content from Indonesian into English, as reflected in the preparation of a bilingual booklet. The writer acquired these design skills during a project-based learning program in semester 4, program taught by a friend. It is hoped that design skills were helpful for the writer to develop abilities for the next level.

1.3.2 The Owner of Batik Kertabumi Jember

This project produced new promotional tools in the form of printed materials and an e-booklet to share detailed information about Batik Kertabumi Jember in Jember. These tools are expected to help develop Batik Kertabumi Jember by providing accurate and comprehensive product information, which is expected to attract more customers and encourage purchases, thereby increasing its sales.

1.3.3 The Customers

The product produced in this final project is expected to make it easier for both domestic and international customers to learn about Batik Kertabumi Jember. Through the booklet, customers can obtain clear and detailed information about these products, which is expected to increase their interest in purchasing Batik Kertabumi Jember.

1.3.4 The Students of the English Study Program

This project can be used as an example or guide for English students who will be working on similar final projects, especially in the creation of promotional booklets.