

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is a country with many diverse ethnicities and cultures. One of Indonesia's cultural heritages that has been recognized internationally is batik. In the current era, batik has become an icon and symbol of Indonesian culture. Batik is the process of drawing various patterns on cloth, which is then transformed into clothing that is part of the culture. Therefore, it can represent the philosophy, identity, and values of Indonesian society. Batik developed from the cultural traditions of Indonesian society and was originally associated with social status and local customs (Andrian et al, 2019). Batik has a variety of patterns spread across various regions in Indonesia. Furthermore, Nugroho, Hadi (2019) batik motifs were originally formed from meaningful symbols, such as traditional Javanese, Hindu, Islamic, and Buddhist nuances. In the modern era, batik not only serves as a cultural artifact but also has a role to promote national identity and support the creative economy.

Each region in Indonesia has its own distinctive batik motifs that represent its local identity and traditions. Jember is one of the regencies in East Java with has developed several distinctive batik motifs inspired by its local identity and natural resources. For example, batik with tobacco leaf motifs, which symbolize Jember identity as a tobacco producing city, and batik with coffee and cocoa motifs, which represent the agricultural potential, prosperity, and fertility of Jember soil.

Jember has many batik industries with unique and beautiful designs. These industries are spread across almost all areas of Jember. Batik SangNara Jember is one of industries in Jember which has beautiful and unique batik designs. This home industry is located in Talangsari, Kaliwates Sub-District, Kabupaten Jember, East Java.

Batik SangNara Jember produces various batik products, including hand-drawn batik, stamped batik, semi-hand-drawn batik, ecoprint batik, and ready to wear fashion products such as shirts, tunics, outerwear, and *udeng*. The uniqueness

of Batik SangNara Jember in its combination of traditional Jember motifs with contemporary design concepts while maintaining the cultural values in each motif.

Based on a preliminary study conducted by the writer through direct observation and an interview with the owner Batik SangNara Jember in November 2025. The owner explained that product promotion was mainly conducted through WhatsApp, participation in exhibition, and word-of-mouth marketing. These promotional media mainly focused on introducing products but did not provide comprehensive information regarding the history, types of batik, meaning of batik motif, making process of batik, and other supporting information. As a result, customers only obtained limited information unless they directly visited the gallery.

From that, the writer identified that Batik SangNara Jember needs a promotional medium that can provide complete and attractive information. One of the appropriate promotional media is a booklet. According to Scarf (2022) Booklet is a printed media that contains information about products, facilities, services, and even a business profile. The booklet was produced in two versions: print and digital. This booklet was designed in Indonesian and English to make the information accessible to both domestic and international readers. This booklet was expected to serve as an informative promotional medium that helps Batik SangNara Jember introduce the products and business profile more effectively to potential customers.

1.2 Objective

This final project aims to create a bilingual booklet as a promotional medium for Batik SangNara Jember.

1.3 Significances

Based on the above objectives, it is hoped that this final project can be useful for several parties:

1.3.1 For the Writer

The writer can apply her writing, translation, and communication skills in writing a proposal and a final project report. In addition, the writer can develop

graphic design skills through the process of designing and editing a product when creating the booklet.

1.3.2 For the Readers

The booklets can help readers to get complete information about Batik SangNara Jember.

1.3.3 For the Owner of Batik SangNara Jember

The owner can use the product of this final project as a tool to promote and give information to the customers about Batik SangNara Jember.

1.3.4 For the Students of the English Study Program

The final project report and product can be used as a reference, when to create a similar product for the students of the English Study Program.