

CHAPTER 1. INTRODUCTION

1.1 Background

Batik is one of the oldest cultural heritages in Indonesia. It is used not only as clothing but also as an art form that reflects the identity, philosophical values, and local wisdom of the Indonesian people. Each batik motif has a symbolic meaning related to the history, traditions, and perspectives of people in various regions. The variety of motifs and batik-making techniques reflects the nation's cultural richness and should be preserved (Kustiyah, 2017).

In the era of globalization and modernization, batik, as a national cultural heritage, faces various challenges, including shifts in public preferences, the growing presence of modern textiles, and declining interest among younger generations in traditional batik. This condition highlights the importance of efforts to enhance public understanding and appreciation of batik. By learning about its meanings, production processes, and cultural values, society is expected to play an active role in preserving and sustaining batik so that it can continue to exist and remain trendy in the future.

One region that has significant potential for the preservation and development of batik is Jember Regency in East Java Province. This region is known for its tourism potential, supported by diverse arts and cultural traditions. Jember batik is one of the region's important cultural assets, with unique characteristics and motifs that differentiate it from other regions. As one example of the richness of batik motifs from Jember, Rezti's Batik Ambulu features a range of motifs inspired by the natural potential and local culture of the Ambulu area. The motifs not only show visual beauty but also contain philosophical meanings that reflect the daily life of the local community. One of the popular motifs is the tobacco leaf, which has become an identity of Jember batik and reflects the regency's role as a major center for the production and processing of high-quality tobacco (Salma et al., 2015). In addition, this batik home industry is unique compared to other batik home industries because it

consistently combines local cultural elements with contemporary designs and has been recognized at several local exhibitions and competitions.

The selection of Rezti's Batik Ambulu as a partner is based on its potential as both a batik production house and an educational destination that introduces visitors to the batik-making process. In addition to producing batik products, Rezti's Batik Ambulu actively contributes to preserving Indonesian cultural heritage through educational programs and has received several awards in recognition of its commitment to promoting and preserving batik. Therefore, Rezti's Batik Ambulu has strong potential to be promoted to a wider audience. However, based on the preliminary interview conducted in November 2025, several promotional challenges still exist. Although Rezti's Batik Ambulu already uses various promotional media, the information provided is still incomplete because not all available products are presented. In addition, its Instagram account is rarely updated, making it difficult for potential customers and tourists to obtain the latest information about its products and activities. Since visitors come not only from different regions of Indonesia but also from other countries, an informational medium that provides complete information in both Indonesian and English is needed.

To address these problems, a bilingual booklet is needed as an information medium to provide clear, complete, and updated information about Rezti's Batik Ambulu in both Indonesian and English. Although Rezti's Batik Ambulu already has several promotional media, such as a website (<https://www.reztisbatikjember.com>), Instagram (@Rezti'sbatiktegalsari), and Facebook (Rezti's Batik), these platforms mainly provide brief information and require regular updates. In addition, visitors often need to search for information across different platforms, making it less practical to obtain complete information. Therefore, a booklet is considered a more suitable promotional medium because it brings all important information together in one place and presents it in a clear, well-organized format.

The booklet provides detailed information on pricing, batik types, the batik-making process, educational programs, achievements, and product photos that cannot

be presented comprehensively on social media. A booklet is an effective promotional medium because it combines visual appeal with concise information in an easy-to-read, easy-to-distribute format. To maximize its accessibility, the booklet is produced in two versions: a printed booklet and an e-booklet. The printed version can be used directly during educational tours, exhibitions, and visitor activities without requiring an internet connection. At the same time, the e-booklet can be shared through digital platforms, allowing information about Rezti's Batik Ambulu to reach a wider audience. Visitors can also keep the booklet and read it again after their visit, making the promotional information more accessible and memorable. Furthermore, using English alongside Indonesian is expected to reach a wider international audience and promote local batik to global visitors. Therefore, the bilingual booklet serves not only as a promotional medium but also as an educational resource that supports Rezti's Batik Ambulu cultural tourism activities.

1.2 Objective

The objective of this final project is to create a booklet as a promotional medium for Rezti's Batik Ambulu.

1.3 Significances

Based on the objectives stated earlier, the reports and products produced in this final project were expected to be useful and beneficial for various related parties

1.3.1 For writers

Through this project, the writer applied and develop writing skills and translation skills in preparing the booklet content. In the writing process, the writer organized ideas, created clear sentences, and presented information effectively.

1.3.2 For readers

Both local and readers could obtain more detailed information about Rezti's Batik Ambulu through this booklet, which also increased their interest in purchasing the products offered.

1.3.3 For the Owner of Rezti's Batik Ambulu

The final project product could serve as a promotional tool to clearly and in detail introduce products to consumers and expand market reach.

1.3.4 For English Study Program Students

The report and results of this final project were used as reference materials for students who wanted to do a final project with a similar topic or concept.