

CHAPTER 1. INTRODUCTION

1.1. Background

Java is rich in culture, especially batik, as it is an integral part of the local identity. According to Widadi (2019), Batik originated as a long fabric, which was then transformed into sarongs, subsequently developed into clothing materials, and ultimately evolved into batik products used for interior design. According to the terminology and etymology provided by Alfiannuridin *et al.* (2024), Batik is a compound word composed of the phrases "*mbat*" and "*tik*" from the Javanese language. In Javanese, "*mbat*" means to throw. Repeatedly, "*tik*" comes from the word "*titik*", which implies a dot or a point. Thus, batik is the process of repeatedly applying dots to fabric. In 2009, UNESCO officially recognized batik as an Intangible Cultural Heritage of Humanity from Indonesia. As a result, everyone strives to develop and preserve batik, particularly in Jember Regency. One of which is Priti's Batik, which keeps the art of batik alive with innovation.

Priti's Batik is located in Krajan I, Jombang, Jombang Sub-district, Jember Regency, East Java. The Jombang District is closely tied to the Pandhalungan culture, which serves as a significant source of inspiration for the batik designs produced by Priti's Batik. According to the owner, Priti's Batik started in 2011 because her friends asked her to study batik, and she feels creating batik is her passion. Then, in 2018, the owner decided to focus more on batik production, contributing to employment opportunities for the local community in Jombang Sub-district. Priti's Batik also has a social media and an online shop, accessible under the names: @pritisbatik on Instagram, PRITI'S BATIK JEMBER on TikTok, and Priti's Batik Jember on Shopee.

The batik design from Priti's Batik is very unique. Priti's Batik showcases the wealth of nature from Jember, expressed through its batik creations. Designs of flowers, such as orchids, and the big three commodities of Jember: cocoa, coffee, and tobacco, are the designs that reflect the creativity of Priti's Batik and serve as a valuable representation of the true essence of Jember. However, Priti's Batik can

sometimes produce other designs upon client request. That is why the batik produced by Priti's Batik is highly valued and targets upper-middle-class clients as its market segment. Priti's Batik also occasionally produces batik uniforms for civil servants and school teachers around Jember. In addition to the Jember area, Priti's Batik products have already reached across the islands of Java, Bali, Kalimantan, and Sumatra, and the owner is ambitious to expand into international markets.

Priti's Batik has joined several national events. Priti's Batik has frequently participated in modeling events and batik exhibitions. Included three consecutive appearances at the Jember Fashion Carnaval (JFC) in 2021, 2022, and 2025; an exhibition event organized by Bank Syariah in Surabaya in 2020; a modeling event in Cibubur in 2024; and, most notably, the East Java Fashion Harmony in 2023, in which Priti's Batik collaborated with professional designers. Participation in these events has substantially contributed to promoting Priti's Batik products and identity.

All of the data mentioned above was collected through a preliminary study involving directly observation and interviews conducted at Priti's Batik together with the owner. According to the interview, she stated that marketing methods were often used for promotion through social media. However, since the owner aims to expand batik sales more broadly and wishes for the products to gain global recognition, including export, Priti's Batik requires a medium to promote its products more extensively in the market. The writer proposes developing a website for the owner of Priti's Batik. Developing a website is expected to facilitate the realization of the owner's ambition to expand Priti's Batik's market reach. The website is planned to contain comprehensive information, including Priti's Batik background, documentation of activities, a batik gallery, records of past events, certificates, social media platforms and an online shop, as well as links to Priti's Batik. In addition, a website serves as a medium for conducting promotions without time and space limitations, as promotions can run 24 hours a day, 7 days a week, and reach the entire world through the internet. The website can display more information about Priti's Batik than social media. The website can provide more

detailed information, such as production activities, certificates obtained, and other details not featured on social media.

1.2. Objective

The objective of this final project is to developed a website for Priti's Batik as a medium to promote its batik products.

1.3. Significances

Based on the objective above, the significance of final projects is as follows.

1.3.1. The Writer

The writer improved their writing and translation skills by working on the final project. In addition, the writer learned how to develop a website.

1.3.2. The Owner of Priti's Batik

The final project helped the owner of Priti's Batik promote the business to a wider audience.

1.3.3. The Viewers

The website presented comprehensive information about Priti's Batik's products to visitors.

1.3.4. The Students of English Study Program

The report and the product of this final project served as references for students in the English Study Program who wished to develop a website as their final project.