

CHAPTER 1. INTRODUCTION

1.1 Background

Batik is a cultural heritage owned by Indonesia that has high value as a symbol of life and cultural diversity in Indonesia, so that sometimes a motif can be used as an icon of a particular tribe. According to Flaurensia et al. (2016), batik is one of the identities of the Indonesian nation that has been designated by UNESCO as an Intangible Cultural Heritage of Humanity. This can be a proof that batik has become a form of Indonesian cultural heritage that should be preserved. Batik preservation efforts are inspired by efforts to understand and introduce the very diverse patterns and motifs of Indonesian batik. In addition, on October 2nd, 2009 the United Nations Educational Scientific and Cultural Organization (UNESCO) officially recognized batik as Indonesia's identity and culture. Besides that, Anshori and Kusrianto (2011) said that each region usually has certain batik characteristic in terms of motifs, canting scratches, and resulting colours. The influence of the motif and style of scratching the canting occurs due to see, imitate, and interact in daily with the surrounding natural conditions that occur repeatedly to produce certain characteristics. Based on the explanation above, the writer concludes that batik is the identity of the Indonesian nation that has been officially recognized by the United Nations Educational Scientific and Cultural Organization (UNESCO) and needs to be preserved to introduce the general public to the various patterns and motifs of various batik so that this cultural heritage is maintained and continues to be preserved.

Almost every district in Indonesia produces batik based on the characteristics and culture that develops in the area, one of which is Probolinggo, East Java. Tenggeran Batik is one of home industries that produce batik based on the characteristic and culture in Probolinggo.

To find out more about Tenggeran Batik, the writer conducted a preliminary study to get clearer information from the owner about Tenggeran Batik. The writer asked about the previous promotional media that have been used to

promote Tenggeran Batik. The owner said that Tenggeran Batik only has a Facebook account and a website as promotional media. Tenggeran Batik and <http://www.batiktenggeran.com/> are the names for the Facebook account and website of Tenggeran Batik. Unfortunately, the information on both previous promotional media about Tenggeran Batik was not detailed enough because the owner is less active in updating information on social media while that social media should be more update, so the writer proposed to the owner to make a booklet as an additional promotional media for Tenggeran Batik to be her final project, which is completed by the newest information. By making a booklet as a promotional media that contains the latest information about the gallery, it is expected to be able to increase the reader's interest in Tenggeran Batik product.

The booklet is an important promotional media because it can inform the public about their company and product so that the company can attract customers. Usually, the information given is detailed and supported with pictures (Ardhi, 2013). The writer chooses Tenggeran Batik as the object of the final project to assist the owner in promoting their products and to provide additional types of promotional media. So, Tenggeran Batik would more well-known around the public since this booklet would give detail information about the Tenggeran Batik products.

The owner said that the booklet will be very helpful for his business, it will assist the customer in providing information to everyone who comes to visit the Tenggeran Batik gallery. Booklets are important promotional media, because it can inform the public about the company and its products and the company can attract customers. Usually, the information provided is detailed and supported by pictures (Ardhi, 2013). Based on those reasons, the writer decided to create a booklet as an additional promotional media which provide more complete information about Tenggeran Batik to visitors. In addition, the information provided on the Tenggeran Batik website and Facebook need to be updated and should be added by more detailed information such as the types of batik, the price list, and the customer testimonials.

1.2 Objective

The objective of this final project is to make a booklet as a promotional media of Tenggeran Batik Probolinggo, which can help Tenggeran Batik Probolinggo to promote their products.

1.3 Significances

Based on the objective above, the significances of the report and product of this project are:

a. For the writer

The writer can improve her skills related to the final project such as writing and translation in writing the booklet. In addition, the writer can improve digital literacy by identifying and then using information from the literature read.

b. For the owner of Tenggeran Batik

The owner can put the booklet in the Tenggeran Batik gallery so that visitors can read it and find out detailed information about Tenggeran Batik. Therefore, the owner can use the product of this final project as a promotional media to promote the products of Tenggeran Batik and able to attract customers.

c. For tourists or readers

The results of the final project are able to provide details information about Tenggeran Batik and its products for domestic and foreign visitors.

d. For students of English Study Program

The next students of the English Study Program can use this report of the final project as their references to write their final project, especially for those who want to provide a booklet for their final project.