

## CHAPTER 1. INTRODUCTION

### 1.1 Background

Indonesia is regarded as one of the wealthiest countries in the world due to its natural resources and cultural heritage. One of the cultural heritages of Indonesia that has been popular in other countries is Batik. On October 2nd, 2009 United Nations Educational, Scientific and Cultural Organization (UNESCO) officially confirmed Batik as Indonesian Culture Heritage and declared October 2nd, 2009 as Batik National Day in Indonesia. Moerniwati (2013), stated that batik has been a part of Indonesian culture since ancient times. Batik is a wax-painted fabric that is commonly referred to as *malam* in Indonesian. It can be concluded that batik is an art that is included as Indonesian cultural heritage.

Indonesian Batik has many motifs, each batik motif has its philosophy or meaning by its respective regions, which is based on local cultures, religions and so on, such as Cassava motif from Bondowoso, *Gajah Oling* motif from Banyuwangi, *Ulamsari Mas* motif from Bali, *Parang Rusak Barong* motif from Yogyakarta and many others. One of the batiks that has its strong uniqueness is Madurese Batik. Madurese Batik has some characteristics of the motifs that mostly used its local cultures, animal figures and floral as the motif. For the colour, it used bright colours such as red, green, blue, and others. According to Suminto (2015), the bright colour used as a representation of Madura Island's natural appearance and the characters of Madurese who is known to be firm and brave.

One of the famous batik home industries in Madura Island is Batik Tulis Canteng Koneng in Sumenep. This batik home industry produces batik which is quite popular among the people of Sumenep. Batik from this place is widely used by local people in formal events such as weddings and is also popularly used for office clothes. Before the Covid-19 pandemic situation, this batik home industry also participated in the annual event for welcoming foreign tourists who come by cruise ship from Bali to enjoy tourism objects in Sumenep Regency. In this event, Batik Tulis Canteng Koneng introduced the typical batik of Sumenep Regency to

these foreigner. This batik home industry produces batik fabric with various motifs. It also has a gallery shows some products of its. The writer interviewed the owner as a preliminary study of Batik Tulis Canteng Koneng in August 2020 to gain information about the kind of promotional media used to promote the products of Batik Tulis Canteng Koneng. Based on the result, the owner said that Batik Tulis Canteng Koneng only promotes its products through social media such as Instagram at @canteng\_koneng, Facebook at Batik Tulis Canteng Koneng and WhatsApp at (0823-3334-5556). It is promoted by posting pictures of various kinds of products. The owner also informed that Batik Tulis Canteng Koneng did not have other additional promotional media which explained the product and the location. However, he wanted to introduce and promote Batik Tulis Canteng Koneng as one of Madurese Batik to the customers by visiting his gallery.

Based on the problem explained above, the writer offered the owner to made promotional media in promoting his products in the form of a booklet. The writer thought that the content of the booklet will deliver the information to fulfill the customer's need. It provides some pictures of batik motif and text complement booklet information. The owner agreed to make a booklet to promotes the products of his home industry because it can help his batik home industry for gaining more customers. This booklet is provided in two versions of languages, an English version for foreign customers and an Indonesian version for local customers.

## **1.2 Objective**

The objective of this final project is to make a booklet as promotional media for Batik Tulis Canteng Koneng Sumenep.

## **1.3 Significances**

Based on the objective above, the significances of the report and the product of this final project are expected to be useful for some parties:

#### 1.3.1 for the writer

The writer applied the writing skill in writing the content of the booklet.

#### 1.3.2 for readers

The domestic and foreign reader can get more detailed information and reference about Batik Tulis Canteng Koneng from this booklet.

#### 1.3.3 for the owner of Batik Tulis Canteng Koneng

The owner can use the product of this final project as promotional media that it can promote its product by giving detailed and clear information to the customers who visit the Batik Tulis Canteng Koneng gallery.

#### 1.3.4 for the student of English Study Program

The students of the English Study Program, especially those who want to conduct a similar project can use the report and product of this final project as a reference.