

## CHAPTER 1. INTRODUCTION

### 1.1 Background

Indonesia is a rich country that is well-known by its various culture and arts. Every region in Indonesia has their own unique arts and cultures. The diversity of arts and culture was inherited from generation to generation by the ancestors. One of Indonesian cultural heritage is batik. Batik is also known as the identity and culture of Indonesia by United Nations Educational Scientific and Cultural Organization (UNESCO) on October 2<sup>nd</sup> 2009. However, batik has various motifs or patterns and most regions in Indonesia have their own characteristic of batik motifs.

Madura is a small island in East Java that is popular with its traditional food and traditional local batik pattern. Madura Batik pattern is famous for its rich and striking colours. According to Umam et.al (2017), Batik Madura has a high philosophy. It can be seen from the motifs and the use of colour that commonly use bright colours such red which symbolizes courage. It reflects the character of the Madurese that well-known as bold and courageous people. The Madura Batik motif is used as a traditional communication in the form of certain cultural symbols. One of Batik Industries in Madura is Mantaka Batik. This batik home industry is famous with its colouring technique which use natural materials to make the motif and also the colour, it can be done by pressing the natural material on the top of fabric until the colour is appear, for example is by using teak leaves. Mantaka Batik produce various kinds of batik motif such as *pakem*, mythology, and contemporary motif.

According to Pratomo (2020), *pakem* motif is patent works of historical heritage from earlier artisan and the identity of the inventor is not known for sure. Suprayitno (2019), stated that contemporary motif is kind of motif that created from contemporary art which in their manufacturing process refers to the grip of certain forms and ornaments. This motif is made by the craftsmen as an inner satisfaction in expressing their aesthetic emotions by using abstract shapes, flora or fauna. Meanwhile, Wijdaniyah *et al* (2007) mentioned that mythology motif is a motif that

comes from some traditional story which usually be told from generation to generation in certain region.

Mantaka batik also used unique making process. One of the unique making processes is using teak leaves as a colour and also the batik motif. The teak leaves are hammered using a hammer on the top of fabric. It is done continuously until the colour and the motif of the teak leaves come out. A need analysis was conducted to gain further information about Mantaka Batik. The writer conducted an interview with the owner of Mantaka Batik in March 2021. The writer asked the owner about the availability of promotional media in the home industry. Unfortunately, the owner delivered that the home industry did not have a promotional media. He also mentioned that he only used his social media to promote the product such as WhatsApp, Facebook, and Instagram. This home industry did not have proper promotional media to give the customer a brief information and the example of the product offered.

The owner also delivered that the customer who usually buy the product comes from national and international people and also batik collector. The owner sold the product by person to person via chat in his social media including Whatsapp, Facebook, Instagram. The way he promotes his product was only by uploading the pictures of the product in his social media without any description. Meanwhile, the batik product in Mantaka Batik has its own uniqueness. Besides, the making of batik in Mantaka Batik is one producing. So, the motif that Mantaka Batik made will different between one and another. It is because the batik artist in Mantaka Batik use their own imagination and feeling during the process of making the batik, especially in making mythology, and contemporary batik.

The difficulty that the owner faced during promoting the product was he didn't have the example of the product to be offered to the customer. The customer doesn't know about the previous product that the owner made, because usually the product will be sold directly after the product was made. Since the customer of this batik home industry comes from national and international, so the owner feels difficult to delivers any information related to the product and also difficult to communicate with them due to the use of different languages.

Knowing the fact, the writer suggested the owner to make a booklet as promotional media for Mantaka Batik. Considering the use of booklet is more efficient and easier to use with all of customer in Mantaka Batik. The availability of booklet is to fulfil the needs of promotional media, help the owner in promoting the product, and make a better communication between the owner and the customer from national or international realm. The booklet was written in bilinguals, English for foreign customers and Bahasa Indonesia for domestic customers.

## **1.2 Objective**

The objective of this final project is to make a booklet as a promotional medium for Mantaka Batik in bilingual version (Indonesia and English). It can be used to help the domestic and foreign customer to get information about Mantaka Batik.

## **1.3 Significances**

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

a. For the writer

The writer can apply her writing skill, (writing the content of the booklet and draft of final project report) and her translation skill (because the booklet was made in bilingual using two languages Indonesian and English).

b. For the owner of Mantaka Batik

The product of this final project can be the medium to get people interest to buy the products.

c. For tourists or readers

Both foreign and domestic tourists can get information from the booklet about Mantaka Batik and its products.

d. For Students of English Study Program

The report and product of this final project can be used as references for students of English Study Program Politeknik Negeri Jember who want to conduct similar final project, especially in making a booklet as a promotional media.