

CHAPTER 1.INTRODUCTION

1.1 Background

Indonesia is a country rich in natural and cultural resources. One of the most famous cultures from Indonesia is Batik. According to Soerjanto (1982:1) Batik is a textile material given a distinctive color and motif of Indonesia by using special painting tools and batik wax as a barrier material color. Nowadays, batik not only culture from Indonesia, but also has become a fashion. It becomes an asset and icon of Indonesia which represents and indicates the history of Indonesia itself. The word Batik is a series of words from Javanese *mbat* and *tik*, *mbat* is *ngemba* it means throw repeatedly, while *tik* means a point (Musman 2011). It means that Batik is drawing repeatedly points on the cloth to get a beautiful pattern and motif by using special painting tools and batik wax as a barrier material color.

There are some places in Indonesia which produced Batik such as Yogyakarta, Jember, Pekalongan, Cirebon, Solo, Ponorogo, Madura, Pacitan, and many others. Banyuwangi is one of place which has lots of batik home industries, and one of them is Anisa Batik Warna Alam. This batik home industry has a gallery and batik making area located in Glagah, Banyuwangi. The product of this batik home industry mainly uses natural dyes such as *Mahogany* bark extract, *Secang* wood extract and *Tingi* bark extract for coloring process.

The writer conducted a preliminary study in form of interview the owner of Anisa Batik Warna Alam in January 2021 in gaining more information about the availability of promotional media for Anisa Batik Warna also the promotional media needed. Based on the result of the interview, the owner said Anisa Batik Warna Alam promotes its products only through social media WhatsApp at (0852-3108-9185). Anisa Batik Warna Alam promotes the products through WhatsApp story by posting batik fabric with various kinds of batik's motif pictures and also the pictures of other product that they produce such as clothes,

bag, scraf and *udeng* (traditional headband of Java and Bali). Based on her opinion, promotion through this way is not effective, because the people who will see this promotion are only people who have WhatsApp contacts from the owner and there are not many people, only close relatives of the owner. It means that Anisa Batik Warna Alam has not been known by many people. The owner also informed that Anisa Batik Warna Alam did not have other additional promotional media which explained the product in more detail information. However, she wanted to introduce and promote Anisa Batik Warna Alam as one of Banyuwangi Batik to the customers.

Based on the explanation above, the writer offered the owner of Anisa Batik Warna Alam to made promotional media in the form of booklet to promoting her products. The writer thought that booklet will give detailed information to the customers. According to Simamora (2009) in Gustaning (2014), booklet is a small book (half quarto) and thin, no more than 30 pages which contains the text and pictures. It also can be used to attract more customers, because its content consists of text and pictures that can be a platform to explain all information about Anisa Batik Warna Alam and its product. The owner agreed to make a booklet to promote the products of her home industry because it can help her batik home industry in gaining more customers. Therefore, the writer decided to make a booklet as a promotional media for Anisa Batik Warna Alam Banyuwangi. The booklet explains the product of Anisa Batik Warna Alam briefly. The writer made the content with short description completed with some pictures related to this batik home industry. The booklet was written in two versions, using *Bahasa Indonesia* and English.

1.2 Objective

The objective of this final project is to make a booklet as a promotional media for AnisaBatik Warna Alam in Glagah, Banyuwangi.

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 her writing skill in writing the content of the booklet and draft of final project report.

1.3.2 for the tourist or readers

The domestic and foreign tourist or the readers of the booklet can get more detailed information and reference about Anisa Batik Warna Alam.

1.3.3 for the owner of Anisa Batik Warna Alam

The owner can use the product of this final project as a promotional media that can attract people to buy the product from Anisa Batik Warna Alam.

1.3.4 for the student of English Study Program

The students of 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.