

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is a rich country in natural resources and cultures which scatter from Sabang to Merauke. There are beaches, beautiful underwaters, waterfalls, lakes, mountain, various flora and fauna, languages, custom, traditional foods, traditional houses, and arts. With these natural and cultural resources, Indonesia can become an interesting tourism destination for global tourists. In this way, the tourism sector can contribute to the foreign exchange contributor of Indonesia through the tourism products such as attraction, accommodation, accessibility, and amenity.

Currently, the tourism sector is projected to be the largest foreign exchange contributor for Indonesia. The Minister of Tourism states that based on the World Travel and Tourism Council data, Indonesia is the 9th fastest tourism growth in the world, number 3 in Asia, and number 1 in South East Asia (Sakti, 2019). It can be concluded if Indonesia's tourism destination has potency indeed and be proper to be determined as the main source of foreign exchange nation. Though Indonesia tourism performance is good, Indonesia must always concern to improve its tourism destinations and being aware of the competitiveness of the global's so that they can still exist.

Tan, *et al* (2014) state that nowadays tourists are seeking for more interactive and satisfying experience instead of just being served by the travel industry. Besides, according to Priyanto and Safitri (2016) cultural tourism grows rapidly because of the existence of a new trend in the tourist circle that tends to hunt something unique and authentic through culture. As a multicultural country, Indonesia has had an asset that can support cultural tourism development such as batik. Batik is a cultural artwork that consists of the noble values of the nation. Formerly, batik was known as a traditional cloth or dresses that worn to attend in traditional and ceremonial events. But, it has changed and developed being a fashion. The motif of batik can be found in many fashion designs such as shirts, skirts, jackets, souvenirs, housewares, so forth without omitting the cultural value. Thus, batik has a chance to be a global product of fashion

trends (Saddhono, *et al* 2014). It makes the local creators interest to create batik. There are many batik industries in Indonesia such as Batik Ronggo Mukti.

Batik Ronggo Mukti is a batik industry from Probolinggo. It has been established in 2015. It produces two kinds of batik such as hand-drawn and stamped batik. It is unique since it utilizes leave to make several colors such as *indigofera* leave to make a blue color, mango leave to make red, brown, and black colors, *ketapang* leave to make dark brown, bright brown, and yellow color, the bark of *kayu jaran* to make red, dark brown, bright brown, and black colors. To get more information about Batik Ronggo Mukti, the writer did the preliminary study. Based on the result of the preliminary study, the customers of Batik Ronggo Mukti come from local and international. The foreign customers are from Europe, America, Africa, Asia, and Australia. In promoting the products, Batik Ronggo Mukti uses Instagram (@batik_tulisronggomukti), Facebook (Batik Ronggo Mukti), Google My Business (Batik Ronggo Mukti), WhatsApp, and photo album. Unfortunately, those available promotional media especially the content of Instagram and Facebook do not provide complete information about Batik Ronggo Mukti. On other hand, it is written in Bahasa Indonesia only. Thus, it makes foreign customers cannot understand the information given. On the other hand, the owner wants his products to reach wider customers.

Based on the problem above, Batik Ronggo Mukti needs additional medium that consists of complete information of the products in bilingual version (English and Bahasa Indonesia) to attract many more local and international customers. Because in this era people like to use social media, so the writer recommends the owner to use a bilingual e-booklet for promoting its product. Later, it will be uploaded on Batik Ronggo Mukti's Facebook and Instagram official accounts so that it can be reached by global customers easily. The writer made a bilingual promotional media e-booklet because the owner agrees with the writer's recommendation.

1.2 Objective

The objective of this final project is to make an e-booklet as promotional media for Batik Ronggo Mukti Probolinggo in bilingual version (English and Bahasa

Indonesia).

1.3 Significances

Based on the final project objective above, hopefully, it can be useful for the following parties:

1.3.1 The Writer

The writer can implement her skills in Writing, Translation, and Vocabulary in making this product.

1.3.2 Batik Ronggo Mukti

The product of this final product hopefully can help Batik Ronggo Mukti to promote its products to the customers and reach wider customers.

1.3.3 The Customers

The customers will get complete information about Batik Ronggo Mukti from the e-booklet.

1.3.4 The Students of English Study Program

The report and the product of this final project can be used as the references for students of the English study program exactly they who will make a final project which has a similar topic to this final project.