

CHAPTER 1. INTRODUCTION

1.1 Background

Batik has become a native Indonesians cultural heritage that has popular in overseas since it is becoming a typical culture of Indonesia. It also becomes an Indonesian intellectual property and the driver of Indonesia economy. Moreover, batik has recognized as an international heritage from UNESCO on October 2nd 2009. The recognition of UNESCO is a strategic recognition of batik extension and its importance for civilities and cultural development in Indonesia. According to Miftahudin (2015) “One way to preserve sustainability batik is by developing and continues to inovate batik motifs”. In addition the existence of batik is able to increase the awareness of Indonesian people's to love their cultures. It is also having a huge potential.

Batik products have great potential for our culture. Many regencies and villages in Indonesia produce their batik products based on their identity or local products, including Probolinggo. According to Indah (2016) Probolinggo is one of the districts in East Java that is also taking part in creating several hand-written batik. Probolinggo produced batik in many batik home industries and one of them was Pancor Emas Batik. Pancor Emas Batik produces two kind of batik hand-hand-written batik and hand-stamp batik in Pancor Emas Batik has its own unique motif that refers to coffee.

An analysis was conducted to gain further information on Pancor Emas Batik. The writer did preliminary interview to The Owner of Pancor Emas Batik. In fact, The Owner said that she was lacking of promotional media that can give more information directly to their customers when they join with an exhibition and other marketing activities. The Owner only used promotional video that is available online on YouTube and Facebook to promote the products of Pancor Emas Batik. The content of Promotional video made by BumDes Bucor Kulon only gives general information about Pancor Emas Batik. Therefore, The Owner needed an effective promotional media to give specific information about Pancor

Emas Batik. The Owner also said that a simple booklet as a promotional media easy to used by customers, and more practical. According to The Owner, it is necessary to provide a booklet about Pancor Emas Batik since booklet can be easily accepted and brought to some events rather than video. Booklet will help to promote and introduce about Pancor Emas Batik Product. In addition, the writer choosed to make a booklet because the booklet is an important promotional media. According to Dyah dan Joni (2018) “Booklet is seen as media suitable for delivering loading many messages, because the booklet consists of sheets of paper into small books practical to use”.

Based on the description above, it can be concluded that Pancor Emas Batik needed a promotional media in the form of a booklet. So that, the writer decided to make a booklet as a promotional media for Pancor Emas Batik to provide complete information about Pancor Emas Batik and attract customers. The booklet will be written in bilingual version, English and Bahasa Indonesia.

1.2 Objective

The objective of this final project is to make a booklet as a promotional media that can be used by Pancor Emas Batik and foreign tourists to get information about Pancor Emas Batik Probolinggo.

1.3 Significances

Based on the objective above, the report and the product of this final project are expected to give benefits for the following parties:

1.3.1 For the writer

The writer can apply his skill in writing (the content of the booklet), translation and computer skill.

1.3.2 For The Owner of Pancor Emas Batik

The product of this final project can serve as a Promotional Media for Pancor Emas Batik that can attract people to buy its products.

1.3.3 For tourists or readers

Both foreign and local people can get information from the booklet about Pancor Emas Batik and its products.

1.3.4 For Student of English Study Program

This final project can be can be reference for student of English study program who want to conduct a similar final project, especially in making promotional media of booklet.