

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is one of country that well-known because of its culture that scattered from Sabang to Merauke. Putri (2020) stated that based on the *Badan Pusat Statistik* 2010, Indonesia has 1.128 tribes. This condition makes Indonesia has cultural diversity. Because every tribe has its own characteristic such as custom, traditional house, traditional song, traditional dance, traditional ceremonial, traditional dress, etcetera. All this asset is a priceless treasure that Indonesia has. It should be preserved well to make it still exist.

Batik is one of the most leading traditional dress in Indonesia. It has evolved into an emblem of Indonesian culture. According to Tyas (2013) On October 2nd, 2009, the United Nations Educational, Scientific, and Cultural Organization (UNESCO) recognized Batik as Indonesia nationality and history. UNESCO recognizes Indonesian Batik as having techniques and cultural representations that have become the identity of Indonesians. In addition, batik product has been widely produced across the nation. Many batik industries in Indonesia produces their products. They have their own uniqueness and meaningful batik motifs that they provide to the customers such as Kawung Batik in Central Java, Priyangan Batik in Tasikmalaya, Gentongan Batik in Madura, Tobacco Batik in Jember, and so on.

UD Pakem Sari Batik Jember has been established since 1935. Its characteristic motif is tobacco motif. It is because Jember is well-known as the tobacco production city. The customers can get other motifs there by making request a motif to the owner. To gain detail information about UD pakem Sari Batik Jember, the writer did a preliminary study. Based on the result of the preliminary study, UD pakem Sari Batik Jember has reached local and foreign customers. The foreign customers are from Malaysia. In doing promotion, the owner said if she only uses Instagram with the title UD Pakem Sari Batik. It just

contains the picture of their product without complemented by caption to describe the product.

Based on the problem above, the owner needed promotional media for her product to reach wider customer and give complete information to the customers about the products that UD pakem Sari Batik Jember provides. In this case, the writer offered to promote her product with the booklet. The booklet contains the description of the product and a picture of the product, which hopefully the readers interested. The owner said she accepted the offer and hoped the booklet will help the the owner to promote her home industries. In conclusion, UD Pakem Sari Batik Jember need promotional media in the form of a booklet to give complete and comprehensive information of the product and help customer to buy or choose the variety of UD Pakem Sari Batik Jember. This product will contain two languages, English for foreign customers and Indonesia language for local customers.

1.2 Objectives

The objective of this final project is to make a promotional media booklet for UD Pakem Sari that can help to promote the product to local and foreign customers

1.3 Significances

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

a. For the writer

This final project can improve his English skills in writing and vocabulary

b. For the Owner of UD Pakem Sari

The product of this final project can be a promotional media that can help UD Pakem Sari Batik to promote their product which can attract the customers

c. For the customers

They can get the information from the booklet about UD Pakem Sari Batik Jember and the product

d. For student of English Department

This report and the product of this final project can be used as the reference for student of English study program Politeknik Negeri Jember who have the same final project.