

CHAPTER I INTRODUCTION

1.1 Background

Indonesia has several islands and is well-known for its rich culture. The various kinds of culture such as ethnics, races, religions, marriage customs, food, language and others. One of the cultural products in Indonesia is traditional woven cloth. Through traditional woven cloth we can see the cultural diversity in Indonesia. There are many cities which have woven cloth with different motifs. For example, there are Ija Kasab from Nanggroe Aceh Darussalam, Ulos from North Sumatera, Tapis from Lampung, Tajung cloth and songket from South Sumatra, and so on.

Palembang which has various woven cloth such as songket, tajung cloth, jumputan cloth, and batik cloth. In this final report, the writer specifically bring up the tajung cloth. Since, most of Palembang's citizens know tajung cloth but they do not really know the details information of tajung cloth such as the history of tajung cloth, the process to make it, the motifs of tajung cloth, and etc.

Tajung Cloth is usually worn by men. It usually matches with coat or Teluk Belango (traditional clothes for men) to make it beautiful. Tajung cloth is worn in some events such as traditional marriage or big events like cultural festival.

In order to promote traditional tajung cloth, it needs communication media. According to Cangara (2004:119) there are 4 kinds of communication media such as **interpersonal media**, **group media**, **public media**, and **mass media**. **Interpersonal media** are *telephone* and *letter* while **group media** are *seminar* and *meeting*. **Public media** are *big meeting* and **mass media** are *radios, newspapers, magazine, brochure, and booklet*.

In this Final report, the writer chooses booklet because booklet is a good medium to promote traditional tajung cloth. According to Kemm and Close (1995) cited in Gustianing (2014) a booklet can be learned at any time because

the book-shaped design and consist of information that is relatively more than the poster. Moreover, Ewles (1994) cited in Gustianing (2014) says that a booklet has several advantages that are the reader can see the contents during leisure, the information can be shared with family and friends, the booklet is easy to be made, copied and repaired and easily customizable, it reduces the need to take notes, and it can be made simple with a relatively low cost. Based on the explanation above, the writer is really interested to write this final report with the title “Designing the booklet of Palembang Traditional Tajung Cloth”.

1.2 Problem Formulation

The problem formulation of this final report is “how to design the booklet of Palembang traditional Tajung Cloth?”

1.3 Problem Limitation

Based on the Problem Formulation, the research limitation is needed to make the research focus on the problem, purpose and the benefit of research, so the writer tends to explain the design a booklet of Palembang traditional Tajung Cloth.

1.4 Research Purpose

The research purpose of this report is to know how to design the booklet of Palembang traditional Tajung Cloth.

1.5 Research Benefits

The Benefits of this final report are to give knowledge and information to the English Department students of State Polytechnic of Sriwijaya Palembang about Palembang Traditional Tajung Cloth.