

# CHAPTER 1

## INTRODUCTION

### 1.1. Background

Indonesia has various islands and is well-known for its rich culture such as ethnics, religions, marriage customs, foods, languages, and other. The rich culture shows the cultural diversity. Cultural diversity is a culture that is different and has its own uniqueness. Cultural diversity can be seen from the diversity of traditional foods, traditional languages, traditional ceremonies, traditional songs and also traditional cloth.

There are various kinds of traditional cloth from many cities in Indonesia, for example Ija Kasab from Nanggroe Aceh Darussalam, Tapis from Lampung, Sasirangan from South Sumatera, and Songket from Palembang. And the traditional cloth has many kinds of motifs. For example, Ija Kasab has floral motif or repeating horizontal geometric motif. Tapis cloth has Lereng-lereng motif, Bukit motif, Gunung motif and others. Sasirangan cloth has unusual motifs such as Iris Pudak, Bayam Raja. And Songket from Palembang has Saik Kalamai motif, Sirangkak motif, Cukie Baserak motif and so on.

Palembang, the capital of South Sumatera not only has Songket as its popular traditional cloth, but it also has more kinds of cloth such as *Semage*, *Peradaan*, *Tajung*, *Pelangi*, and *Batik Palembang*. In this final report, the writer specifically brings up Batik Palembang.

The similarity of Batik Palembang with other batik of other region in Indonesia is in the producing process. It has in common with other Batik such as Batik Bugis, Batik Lampung and also Batik Jawa with the writing techniques, and is also made with the stamped technique like; Batik Solo and Batik Pekalongan.

The characteristic of Batik Palembang is its various colors. It has a lot of bright colors such as red, yellow, and green. Batik Palembang has a motif that follows the Islamic Shari'a. It does not use the image of animals or humans. Batik Palembang has seventeen distinctive motifs such as *Batik Jeperi*, *Kembang Bakung*, *Bungo Dadar* and so on.

Many people from Palembang and tourists do not know that Batik Palembang is included as the traditional cloth from Palembang. This can cause Batik Palembang will be forgotten because the lack of information. Therefore, it needs a medium to promote and to inform about Batik Palembang.

There are two kinds of media that can be used for promotion; the first is electronic media such as television, radio, internet, and others. The second is printed media such as newspaper, magazine, booklet, and others (Bahl, 2016).

The writer was interested to promote Batik Palembang through a booklet, because Kemm and Close (1995) say that a booklet can be learned at any time because the book-shaped design and consist of information that is relatively more than poster. Moreover, David (2017) says printed media especially booklet offers a more physical, tangible medium to the readers, so it is more professional and more convenient.

Based on the explanation above, the writer was interested to write the final report entitled "Designing a Booklet of Batik Palembang to Promote the Culture Heritage of Palembang."

## **1.2. Problem Formulation**

The problem formulation of this final report is how to design a booklet of Batik Palembang to promote the culture heritage of Palembang.

### **1.3. Purpose**

The purpose of this final report is to know how to design a booklet of Batik Palembang to promote the culture heritage of Palembang.

### **1.4. Benefit**

The benefit of this final report is to give knowledge to the students of English Department of State Polytechnic Sriwijaya on how to design a booklet of Batik Palembang to promote the culture heritage of Palembang.