

ABSTRACT

Batik Keraton Cirebon is a cultural heritage that should be preserved. Each batik motif has its own meaning and beauty. Unfortunately, many of the batik Keraton Cirebon motifs are not widely known by the public, so their existence is threatened. The lack of informative media means that the public only knows about one batik Keraton Cirebon motif, namely the Mega Mendung motif. Therefore, it is necessary to design an informative media to introduce Cirebon Palace batik motifs to the wider community. In the process of preparing this final project, the data collection method is carried out through observation, interviews, questionnaires and literature study, while the analytical method used is a comparison matrix of visual data from the similar products. Based on the data that has been collected, the results obtained show that it is necessary to design an informative media in the form of an illustrated encyclopedia book to introduce the various batik Keraton Cirebon motifs to society.

Keywords: *Batik Cirebon, Encyclopedia, Illustration.*