

## **Abstract**

*Batik is one of Indonesia's cultural heritages which is recognized worldwide by UNESCO. Lurik cloth is different from batik cloth, where batik cloth itself is usually made using melted hot wax, then drawn on a cloth using canting or a special stamping tool in the form of blocks with certain motifs. Meanwhile, the Lurik cloth itself is made using cotton thread woven using traditional tools. Lurik itself is a woven fabric that has a repeating and firm straight line pattern in each motif. Lurik itself is synonymous with Central Java and Jogja, one of the MSMEs that sells lurik cloth is Ola Lurik. However, the branding used by MSMEs is still not optimal, so rebranding is needed. So there are still many people who don't know anything about Lurik cloth itself. This research is based on Visual Communication Design theory using qualitative methods that obtain data through questionnaires, interviews, observations and literature studies. The final result of this design is rebranding of Ola Lurik MSMEs in the form of a logo, product photos, promotional media and also supporting media. So that by using the maximum possible media, Lurik cloth can be introduced to the wider Indonesian community through Ola Lurik MSMEs.*

*Keywords: Lurik, Rebranding, UMKM Ola Lurik, Logo, Promotional Media, Supporting Media*