

ABSTRACT

Identity Design and Promotion Media of Batik Beasan Cianjur

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Batik is an intangible heritage and the cultural arts native to Indonesia. UNESCO set on 2 October as National Batik Day. Batik Cianjur is still lacking official recognition by the peoples, there are peoples who do not know about it. Beasan originates from “Beas” in Indonesia mean Beras. Therefore, given name batik Beasan which shows the advantages of Cianjur. Poor of promotion and socialization conducted of batik Beasan Cianjur can cause weakness for employers and communities. Communities can forget batik Beasan if no activity to preserve and promotes to the public. The method will be used to conduct an interview that the batik artisans, communities and people who are experts in the field of batik, made observations in order to find out the problems faced, questionnaire and literature that can help maximize the analysis of the issue. Identity Design and ideal promotion media is a help to the growth of batik Beasan, knowing the existence of batik Beasan and perpetuate in order of batik Beasan not extinct. The public will get to know about Cianjur philosophy and motto. In addition to development can be achieved, the process of communication and creative concepts to society, batik Beasan could become famous batik like batik other areas. The benefits gained by that famous batik and Cianjur area to the wider public is also growing in terms of culture and tourism.

Keyword : cianjur, beasan, batik, *culture, identity*