

## **ABSTRACT**

*In recent decades this event or special event tourism is increasing rapidly. This is because in its application, tourism event is enough to assist government efforts in establishing the identity of the city or city branding that began to be applied by the government to the Tourism Destination Area (DTW) in the effort to develop and increase the tourism potential. The government designed tourism event with the aim of attracting tourists both foreign and domestic tourists to visit the city of Solo. Solo Batik Carnival is organized by the Government of Surakarta City as one of the means to present and visualize the potential in batik that is so amazing as a picture of the life of the people of Solo and its surroundings. However, Solo Batik Carnival lacks promotional handling and affects the declining number of visitors, and most visitors are locals as well as the views of the visitors about monotonous events each year. Therefore, based on the phenomenon and the problems that exist then need to be designed theme of upcoming events as well as identity and also visual media to promote the event. The method used in this design is qualitative such as observation, literature study, interview, and visual evidence observation, as data analysis technique. The main theories used are promotion, advertising, and DKV (Visual Communication Design). The result of designing this event is creative strategy with AISAS method in the form of event and visual media that attract the target audience come to Solo Batik Carnival.*