

ABSTRACT

The competition in the business world that is increasingly stringent requires companies to continue to make efforts in order to survive in the industry that they do. Anyone who owns a business must have a way to survive, this way aims to maintain his business. Any type of business will certainly experience competition, just how the business survives. Umar Hasan Afif as one of the Batik Tegalana can not separated from the high level of competition in the market. Although a product has had known especially for batik users is not a means to have no barriers in the opportunities in running the business. The point of saturation on the level of maturity in the life cycle of a product often requires companies to make changes in order to have a competitive edge. For any type of business must have their own uniqueness, the uniqueness that can be created with existing brand image. To create it, it can start by designing a visual identity that describes its product. Visual identity is an image or scratch that represents one or more messages with a specific purpose. Only then is the media search what is effective promotion.

Keyword: *Visual Identity, Promotion, Batik*