

ABSTRACT

Surakarta is one of the producing regions of batik with decorative patterns that have distinctive characteristics. Surakarta batik has a subtle pattern in a typical color palette from blue to blackish blue, beige, and reddish brown. Batik developed and was popular in the Surakarta Palace and batik needs outside the Palace also increased. Batik activities outside the Palace are managed by merchants in Surakarta sub-districts such as Kauman and Laweyan. Laweyan was an area of batik craftsmen who receded due to the arrival of printing machines from China in the early 20th century and had an impact until now. Kampung Batik Laweyan is a tourist area that has a history and offers cultural education that must be preserved. The people of Kampung Batik Laweyan have almost 80% of the same business, on average as batik artisans and traders, the Kampung Batik Laweyan community is a closed society of surrounding communities in Surakarta. More dependent on the community in itself. Therefore Kampung Batik Laweyan reveals itself to the area of trade and tourism that is internal and less highlighted by the general public around it. Regional branding such as "Solo The Spirit of Java" only has a point of view or has a center on the Surakarta Hadiningrat Palace because indeed the influence of the Palace is very large on development and continuity in the city of Surakarta itself compared to Laweyan. This is the concept of Surakarta as a city of art and culture. Therefore the lack of knowledge about this matter in Surakarta and surrounding communities certainly makes Kampung Batik Laweyan a must be considered. The method of data collection and SWOT analysis in this study are expected to reach the goal. With the existence of a visual identity as an information medium, Kampung Batik Laweyan is expected to be able to introduce Batik Laweyan Village to Surakarta and surrounding communities as tourist attractions that offer education in the form of mem-batik tours and workshops

Key Words: Batik, Culture, Visual Identity, Surakarta, Indonesia