

## **ABSTRACT**

***Widyastuti, Nirmala. 2019. Directing a Features Travelogue of Batik Bakaran as Local Culture of Pati. Final Exam. Visual Communication Design Study Program. Faculty of Creative Industries. Telkom University. Bandung.***

*Batik Bakaran is a local product of Kabupaten Pati which is taught from generation to generation since the 14th century. The problem nowadays are Batik Bakaran less introduced and less promoted as a local product of Pati so that the existence of Batik Bakaran also less famous. That is way, it is needed a media to introduced and promoted Batik Bakaran to people, especially in Pati, so that the culture of making Batik not lost and extinct. The media that is used is a features travelogue that has function to introduce and educate people about the excellence and the potency of Batik Bakaran and also how to make it. The method that is used is mixed between the analysis of Batik Bakaran from culture point of view and from the study of literature, interview, questionnaire and observation to get the basic concept in design. The design of this final project is expected to be able to give a deep knowledge about Batik so that the benefit obtained are people can consume and produce Batik, as an effort in preservation of local culture of Pati.*

*Keywords: Batik Bakaran, Local Culture, Features Travelogue.*