

ABSTRACT

Batik is the cultural heritage of the Indonesian Nation which has high cultural values which were passed down until ancient times. Batik also has a very important role in the culture and journey of the Indonesian people. Almost every region in Indonesia has a special batik, and has different ornaments, patterns, motifs, techniques, and materials. Lots of Batik in Indonesia and also many Batik that are not exposed or owned by many people, one of them is Batik from Bekasi. Bekasi now has its own Batik, although it is still relatively new in Indonesia. Therefore maintaining the sustainability of batik and renewing the selling value of Bekasi Batik products requires media education early on as a means of education of these products.

Keywords: Batik bekasi, Interactive Learning Media and Elementary Children