

ABSTRACT

Currently the traditional batik industry in various regions in Indonesia is growing rapidly, one of them is in the city of Bandung. The rise of artificial batik in the city of Bandung, making batik artisans must compete and improve the quality of the products produced, especially in terms of diversity of designs in order to remain able to survive and compete in the batik industry in order to combat the rise of artificial batik, especially in the city of Bandung. The main focus of Rumah Batik Komar is to educate the public, especially students in Bandung, about traditional batik as an effort to combat batik imitation. For this reason, Rumah Batik Komar develops the Eduwisata program, so that the people of Bandung can get to know batik and get the authentic experience and sensation of making batik.

The method used in this research is to use qualitative methods, data collection methods by conducting observations, literature studies, and interviews. Data analysis methods namely by SWOT analysis, AISAS, AOI and supporting theories.

The author concludes that it is necessary to design a promotional strategy for Eduwisata Rumah Batik Komar and a visual design that includes AISAS elements in it.

Keywords: Tourism, Batik, Authentic, Promotion