

## **ABSTRACT**

*Pekalongan City is the capital city of Pekalongan Municipal Government, which is known as Pekalongan, the City of Batik. The strong relationship between the City of Pekalongan and the art of batik has made the City Government of Pekalongan take the initiative to establish the Batik Museum. Pekalongan Batik Museum is a batik museum located at Jalan Jetayu No.1 Pekalongan, Central Java. This museum has a land and building area of 40 m<sup>2</sup> and has 1149 batik collections. This museum building was formerly the former Pekalongan city hall office. With the condition of the museum building that is less touched, such as the interior condition in the museum that is less attractive, and the lack of facilities provided by the museum, it makes at least visitors come to the Pekalongan Batik Museum. Therefore, the museum must be able to change people's thinking by optimizing and creating comfortable conditions with the application of the redesign method at the Pekalongan Batik Museum. The method used in this design is Object Determination, Data Collection, Data Analysis, Determining Ideas, Implementing Ideas, and Final Results of the Design. The design method aims to support cultural preservation and become a recreational place for the community.*

*Keywords: Pekalongan Batik Museum, Design, Interior, Audio visual, Recreation*