

ABSTRACT

Batik Maulana DN is one of the batik brands in the city of Solo which was founded in 1998 by Mrs. Indera Dieny Marfuah. Previously, Batik Maulana DN has been established for generations. The city of Solo is indeed famous as the City of Culture where culture and tourism are here. Various kinds of traditional tourism are here, one of which is batik. Batik is still very popular with various tourists, both local and foreign, as souvenirs or as a fashion style.

However, the problem here is how Batik Maulana DN promotes its products to the wider community, and can even become a place for tourists to buy souvenirs or as a shopping place to buy batik as a fashion style. Batik Maulana DN is still very lacking in promotion to the wider community. Because since the first Batik Maulana DN has only relied on promotions with word of mouth. Batik Maulana DN also has its own product with its own distinctive motif, namely "Batik Indigo" which is the Unique Selling Product (USP) of this brand.