

ABSTRACT

Indonesia has various kinds of culture. One of Indonesia's cultural heritage is batik. The cultural heritage of batik has been recognized by UNESCO as a world heritage from Indonesia. One of the traditional batik businesses that has been established since 2004 is Batik Lebetsibu. This business has continued to grow until now, but over time, consumer interest in Batik Lebetsibu has decreased, which has resulted in decreased sales. Marketing activities in offline and online media have not been effective because there has been no implementation of marketing strategies and design principles. The purpose of this research is to form a strategy with effective promotional media in order to develop audience awareness of the business of Lebetsibu Batik. Methods of data collection using the method of observation, interviews, literature and data analysis methods of comparative matrix and STP analysis. Through the design of promotional media, it is hoped that the public will become more familiar with and use cloth as a fashion product that has elements of Indonesian culture and can increase business development and consumer buying interest in Lebetsibu Batik.

Keyword; Design; Promotion media; Batik; Cirebon