

## ABSTRACT

Batik has become a very significant part of the daily life of the Indonesian people and has become an asset to the wealth of the archipelago. The existence of batik is very important for economic development in Indonesia. The Trusmi Batik area is one of the batik centers in Cirebon which is never empty of visitors, one of which is the BT Batik Trusmi outlet which seems to have become a mandatory part for visitors when visiting the city of Cirebon for both offline and online shopping by utilizing one of the media, namely Instagram.

This study aims to describe how local people perceive the digitalization of @btbatiktrusmi Instagram content in general in Ciayumajakuning, namely Indramayu, Majalengka, Kuningan with 10 informants. This means that the impact is not only on the perceptions of Cirebon residents but also has an impact on the local district community around it. By using George Herbert's symbolic interactionism theory through descriptive qualitative research methods through in-depth interviews.

The results of the study concluded that local residents' perceptions of the development of digitalization can be seen from 2 aspects, namely positive and negative. The positive aspect, namely the development of digitalization, has indicated that the community's economy has developed rapidly, digitalization has brought big changes to society and the negative aspect, namely, the perception of local people who think that the presence of digital marketing will make small craftsmen and other batik outlets sluggish due to increasingly digitalization. technology owned by BT Batik Trusmi.

**Keywords:** Perception of local residents, Digitalization of Instagram Media, Batik Trusmi.