

ABSTRACT

DESIGN BOOKLET OF HANDAYANI GEULIS BATIK BOGOR COMPANY

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Batik cloth is one of the cultural heritages of Indonesia, where unique patterns are applied to this traditional cloth using the wax coloring technique using a canting tool. One of the cities that preserves batik culture is Bogor City. If Gen Z does not preserve, love and cherish batik, the culture of batik will fade and be forgotten. Therefore, batik culture must be preserved by using batik and knowing the philosophy of batik so that it will always be the pride of the Indonesian state and regarding people's interest in the philosophy of batik cloth patterns. This data was analyzed using data triangulation by comparing 3 data collection methods. The purpose of making this booklet is to promote the company and increase sales value at the Handayani Geulis Batik Bogor company. In this design, the author makes booklets creatively and according to the target audience.

Keywords : Bogor Batik, Handayani Geulis Bogor Batik, Motives, Promotional Media