

Abstracts

This research is focused on the sustainability of traditional Copper and Brass craft businesses in Tumang Village, Boyolali, Central Java, Indonesia, facing challenges due to globalization and mass production. Tumang Village, known as the "copper village," has a long heritage of creating unique handmade craft products. Although Tumang Village still needs to raise awareness among the public, its potential can be enhanced through active participation in trade exhibitions. Traditional craft exhibitions are considered an effective way to increase exposure to Tumang Village's crafts, attract potential buyers' attention, and expand market share. The development of the handicraft industry in Tumang Village not only contributes to local economic growth but also to cultural preservation and job creation. In this context, promotion improvement strategies and exhibition booth design are considered strategic actions to support the sustainability of copper and brass crafts in Tumang Village and preserve cultural richness through traditional crafts. The research method employed in this study is design thinking, involving data collection from stakeholders through interviews, observations, documentation, and literature reviews. The research aims to identify strategies and concrete steps that can be applied to enhance public awareness, visibility, and market share for Tumang Village through active participation in trade exhibitions. It is hoped that these actions will provide a positive contribution not only to the local economy but also to the preservation of the cultural heritage of Tumang Village, Boyolali, Indonesia

Keywords: *Exhibition Booth Design, Traditional Crafts, Cultural Preservation, Tumang, Boyolali.*