

## ***ABSTRACT***

The Indonesian Batik Museum is a museum established with the aim of preserving the heritage and cultural identity of the community, especially batik cloth. The Batik Museum is located in Taman Mini Indonesia Indah (TMII), East Jakarta. Amidst the busy museum visits, the Indonesian Batik Museum is still very rarely the main choice for visitors to visit a museum. In addition, the Indonesian Batik Museum is located in a part that is not often accessed by tourists. With its remote position, the Indonesian Batik Museum does not have signage or directions that can be easily read by tourists. The promotion carried out by the Indonesian Batik Museum is also very minimal and doesn't touch the potential target audience. From the explanation of the phenomena and problems above, this design will focus on designing promotional media for the Indonesian Batik Museum. This study focuses on designing promotional media of the brand that will be promoted. The target audience for designing this promotional media is aged 21-28 years, ranging from teenagers to adults, both women and men. Psychographically, this design is targeted at batik lovers who want to broaden their knowledge about batik.

**Keyword: Museum, Tourist Attraction, Awareness, Promotion, Design**