

ABSTRACT

Subama Batik Cilacap is a company engaged in the batik industry, featuring unique motifs inspired by the culture and legends of the Cilacap region. However, its popularity remains limited due to a less optimal marketing strategy. To increase brand awareness and attract the younger generation, an effective and trend-appropriate promotional medium is needed. This study aims to design a motion graphic as a promotional medium for Subama Batik Cilacap using an anime-style illustration approach. Motion graphics are chosen for their strong visual appeal and ability to convey information dynamically and engagingly. The research employs a qualitative descriptive approach, including interviews with the owners of Subama Batik Cilacap and a comparative study of similar promotional media. The final outcome is a motion graphic that showcases the beauty of Cilacap Batik motifs through an engaging visual narrative. The use of anime-style illustrations is intended to attract a younger audience with an interest in modern visual culture. This promotional medium is expected to enhance public awareness of Cilacap Batik and expand Subama Batik Cilacap's market reach to a broader audience.

Keywords: Motion graphic, Cilacap Batik, Promotion, Anime Illustration