

ABSTRACT

Batik is an Indonesian cultural heritage recognized by UNESCO as an Intangible Cultural Heritage of Humanity. As one of Indonesia's flagship products, batik possesses profound historical and cultural value, reflecting local identity and wisdom. This research aims to design a catalog video as an effective digital promotional medium for Pekalongan Batik, focusing on enhancing the competitiveness of local products in both global and domestic markets. The catalog video is expected to leverage compelling visual and narrative strengths to introduce Pekalongan Batik—rich in cultural heritage, history, and unique motifs—while also raising public awareness about the importance of preserving Pekalongan Batik as part of Indonesia's cultural wealth. The research employs a descriptive qualitative method through observation, interviews, questionnaires, and literature study. This approach provides deeper insights into the potential of Pekalongan Batik. The catalog video design not only focuses on delivering visual information about batik products but is also supplemented with supporting media (e.g., tote bags, X-banners, posters, Instagram feeds, and TikTok content) to expand reach and enhance audience engagement across digital platforms. It is hoped that this design will significantly benefit local batik artisans by increasing product exposure and appeal in broader markets, both locally and internationally.

Keywords: *Pekalongan Batik, culture, Pekalongan batik legacy, catalog video, promotional video.*