

ABSTRACT

The influence of internet technology on the characteristics and behavior of Generation Z, also known as iGeneration, who were born between 1995 and 2010. This generation grew up dependent on technology and social media. In addition, this research highlights the negative impact of technology addiction, especially social media addiction which is often referred to as "social networking addiction." In Indonesia, Swara Gembira's #BerkainGembira campaign has emerged, which aims to repopularize traditional fabrics, especially batik, to preserve cultural heritage. Batik, as an ancestral work of art and technology for the Indonesian nation, has deep aesthetic and philosophical values, including community values and mutual cooperation. However, Generation Z's interest in batik has declined due to the influence of modern fashion and the penetration of fast fashion by foreign brands. By using illustrated e-books in educational campaigns, it is hoped that Generation Z will be able to appreciate their cultural heritage more. This design uses a descriptive qualitative approach with data collection techniques by observation, interviews, documentation, literature studies and SWOT analysis to produce USP and positioning. This campaign e-book can be an educational medium about Banyumasan Batik for Generation Z.

Keywords: E-book, Banyumasan batik, campaign, culture.