

ABSTRACT

Gringsingmas batik is batik originating from Kejawar Village, Banyumas Regency. The uniqueness of Gringsingmas Batik lies in the coloring of the batik, which uses natural ingredients. Gringsingmas Batik also has a variety of motifs, in which the motifs created are inspired by nature. However, the people in Banyumas Regency are currently not aware of the existence of Gringsingmas Batik, which is batik that originates from their own area. Therefore, Batik Gringsingmas needs renewal in the form of creating a visual identity as an effort to build the image of Batik Gringsingmas among the people of Banyumas. The research method used in this design is a qualitative method and SWOT analysis. The design of this visual identity aims to design the visual identity of Gringsingmas Batik so that Gringsingmas Batik has a visual identity that can describe the characteristics of its products. Having a good and correct visual identity indirectly builds the image of Batik Gringsingmas. That way people can have a good perception of Batik Gringsingmas. The design of this visual identity uses natural and elegant concepts, which in this concept uses natural elements to display a natural impression. Meanwhile, the impression of elegance is illustrated by the simplicity or simplicity of the design. After conducting research, it can be concluded that Gringsingmas Batik requires a visual identity that can describe the characteristics of its products, as well as being able to build the image of Gringsingmas Batik. The results of this design are logos, logo guidebooks and supporting media

Keywords: *visual identity, batik, brand image*