

ABSTRACT

The variety of batik motifs that exist in Indonesia has created variations according to the region of origin of each. Creating batik motifs in accordance with the uniqueness and philosophy of the local area, such as Griya Batik Tegal which sells various kinds of dry batik motifs. However, Griya Batik Tegal does not yet have packaging that differentiates its products from other products. The products are only packaged using plastic clips which do not display the identity of Griya Batik Tegal. Thus, Griya Batik Tegal needs its own brand identity so that potential consumers will better understand and get to know Griya Batik Tegal through new packaging media. The design is made using a qualitative research method that will obtain data using observation, interviews, documentation, and literature studies. The author also uses the SWOT analysis method to determine strengths, weaknesses, opportunities and threats to Griya Batik Tegal. The design concept that will be created on the packaging is traditional and modern, where the author elevates local traditions in a more contemporary way. As well as designing promotional media such as

