

ABSTRACT

The purpose of this research is to preserve mangrove batik while at the same time showing that Indonesia has a rich variety of batik through packaging designs with illustrations of mangrove batik motifs, so that tourists and the locals can remember and recognize mangrove batik as a typical souvenir from Cilacap through the packaging. This research uses a descriptive qualitative where data is obtained by observation, literature study, interviews, and documentation. Meanwhile, SWOT (Strength, Weakness, Opportunities, Threats) analysis was used to analyze the data in this research. The result of this research is a packaging design for Leksana Batik Jaya Cilacap products using an illustration of a mangrove batik motif to show the local cultural values typical of Cilacap. To increase interest and change consumer perceptions, the design is made with an elegant and modern concept so that the image of Leksana Batik Jaya's products becomes higher.

Keywords: batik mangrove, cilacap, *packaging design*