

## **ABSTRACT**

*Indonesia has various kinds of batik, one of which is batik typical of Pekalongan City, Central Java. Pekalongan batik has been traded since the 1840s. Therefore, Pekalongan City became the city of batik in Indonesia. UNESCO designated world batik as a Humanitarian Heritage for Masterpieces of the Oral and Intangible Heritage of Humanity belonging to the Indonesian nation on 2 October 2009. However, at present the problem is that many visitors at the Pekalongan Batik Museum, especially teenagers, still do not know the types of typical Pekalongan batik. Therefore, it is necessary to introduce more in-depth Pekalongan batik, especially to adolescents in Pekalongan, one of the ways to convey it is through the media in the form of board games. Board game was chosen because it reduces the tendency towards gadgets. Apart from the main media in the form of board games, this design also has supporting media in the form of posters, x-banners, t-shirts, tote bags, and advertisements on social media channels. The research method used is a qualitative research method.*

**Keywords :** *Game, Board Game, Batik, Pekalongan*