

Abstract

The presence of modern technology, the written batik industry is increasingly threatened by its existence, currently, there is a lot of batik printing in circulation. things cause this written batik market continues to decline. This has an impact on batik makers who are at risk of losing their profession and many batik artisans have gone out of business because they cannot compete. From this, it can be concluded that there are some problems that occur in the batik industry in Kampung Batik Laweyan Solo. In this issue, it was concluded in the focus of the problem, namely, why could the outside community not know the existence of the Laweyan batik village, how could the existence of written batik continue to decline, and why could the community not be able to distinguish or even not care about the difference between written batik and batik printing. In this case, the authors use the method of data collection in the form of observations in Kampung Batik Laweyan, interviews with the Solo City Tourism Office, batik artisans, and batik. After that, it was followed by a literature study that referred to the news on Suara.com written by Iwan Supriyatna and Ari Purnomo, Batik Nusantara books written by Ari Wulandari in 2011 and the University of Indonesia thesis journal written by Diana Elma Widyaningrum in 2014, and the last using the SWOT method. The results of this study are solutions in the form of designing a batik dictionary website as an effective information medium for tourists which is certainly easily accessible.

Keywords: Batik Written, Laweyan Batik Village, Solo, Batik