

ABSTRACT

Event Marketing are one of the places for the batik industry to introduce and selling the products and brands as Hasan Batik Bandung did. Hasan Batik Bandung is known as the pioneer of the batik industry in Bandung and has the characteristics of geometric and patchwork batik motifs. However, these advantages and characteristics are still not displayed at event, reducing the attraction and interest of visitors to batik products and the Hasan Batik Bandung brand. In addition, there is competitive competition from the batik industry who are aware of the importance of displaying product and brand images event marketing. This research uses a design approach, through the collection of interview data, questionnaires, literature studies, and observations and documentation of trade fairs conducted by Hasan Batik Bandung at INACRAFT 2023. Data analysis uses AIDA analysis, comparison matrix analysis, and inference matrix analysis. In this study, it can be concluded that the importance of attractive exhibition booth design that pays attention to aspects of completeness of information and comfort in the booth while still presenting the advantages and characteristics of Hasan Batik Bandung so that visitors can be aware of the products and brands offered. This research is focused on recommendations for exhibition booth designs and their elements. The results of this research are expected to help Hasan Batik Bandung in marketing and introducing its batik

Keyword.: Batik, Industry, Event Marketing, Marketing, Event Booth