

## **ABSTRACT**

*This final report entitled "Designing Media Introduction to Batik Garut For Kids Basic Level In Area Bojongsoang, Bandung" describes how to make people proud of their own culture, including Batik Garut especially children basic level (Primary School).*

*The problems of this study is that many people lack an understanding of the motives and patterns of batik, especially batik Sundanese have many similarities both in motifs and more patterns. The aim of this study is to focus for the children to provide insights on the batik Garut with fun way, and invite children to interact with each other. From it will provide space for children to be a mutually social interaction with other people or peers.*

*This research method using qualitative methods. The solution of the problems in this research is to use SWOT. Because of the analysis will be known root causes evolving appropriate time today to find a proper solution. The proposed solution is to create a sort of game gameboard as the introduction of an effective media for children basic level. It required the co-operation between schools and education authorities so that the introduction of Batik Garut campaign run effectively, and can be a fun teaching media materials for children.*

*Keywords : Batik Garut, gameboard, Children, Qualitative Methods*