

**ABSTRACT**  
**BRAND IDENTITY OF BATIK MAOS RAJASAMAS**  
**AS CILACAP'S POTENCY**

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Batik Maos is one of Indonesias batik that grows in Cilacap. Its motif has a typical form that illustrated a war and used as a strategy in Diponegoro war in the past. Beside it uses classic colors. By those special characteristics, batik Maos has a big potency to be Maos' image an should be developed continually. Therefore, brand identity is needed to support batik Maos' growth in Cilacap.

Data collecting methods used in this research are direct observation, interview, and literature study. After the data collected from logo analysis, marketing mix analysis, promotional media analysis, SWOT analysis, PLC analysis, and branding analysis, author design the brand identity of Rajasa Mas.

Hopefully this final project can help strengthen Rajasa Mas batik's brand awareness, develop and defend its potensial , existence and accession its as typical batik from Cilacap.

Keywords : Brand Identity, Batik, Maos, Cilacap, Rajasa Mas