

Abstract

Batik is the cultural heritage of Indonesia that has become the identity of the Nation in the world. Pekalongan City and Cirebon is a city of batik industrial center that has been famous in the world. Between the two cities there are areas of batik craftsmen but not so well known to the public that is in Brebes. Unlike batik Pekalongan and batik Cirebon, batik Brebes not have big names and not so well known by people outside the District of Brebes so the question arises how the comparison of design in the promotion of Brebes batik, Pekalongan batik and Cirebon batik?

The author conducted research by using the method of observation, interviews and questionnaires to the data from the visual aspect, SWOT analysis and data from the respondents aspects of the comparison of design on the promotion of batik Brebes with two competitors. The results of this study are expected to help introduce and provide an overview to craftsmen and entrepreneurs Brebes batik and Brebes Government on the use of design principles in the elements of design elements used in the media campaign and emphasize that the design is crucial to the success of promotion.

Application of design principles in promotion can create a promotion design that has a high aesthetic value by reinforcing the cultural identity of the people of Brebes as well as following the present trend in terms of coloring. The use of promotional media tailored to the target audience is also able to make promotions in order to introduce batik Brebes to be better known by the public more optimally and help increase sales so that the economic life of batik craftsmen and entrepreneurs Brebes the better.

Keywords: *Application of Design Principles in promotion, Culture & Current Trends.*