

ABSTRACT

Batik is a culture that has been inherited from time to time since ancient times, batik is also a form of applied art that has developed in most parts of Indonesia, not only in the city of big cities that have batik with their distinctive characteristics, they also have a batik. not many people know that is seraci batik, this simple batik was first made by a woman named ernawati, this seraci batik is a form of art and culture typical of Bekasi.

However, this Seraci Batik still has obstacles in its development, one of the obstacles is the promotion carried out by batik seraci and the cultural and tourism services are still not being taken seriously, so many people do not know that there is Betawi Batik from Bekasi and there are still many Bekasi people who are not familiar Seraci batik is even a lot of people who still do not know that the existence of Betawi batik is dibekasi.

By using the AISAS communication strategy to convey information about the promotions that will be made, so that the target audience can be attracted directly to visit and buy products from batik seraci, and messages that have been made can be delivered and accepted by the target audience. Several selected media for the means to deliver the right message to the target audience in accordance with a series of promotional strategies.

Keywords: Promotion, Bekasi Batik, Culture, and Batik Seraci Festival