

ABSTRACT

Gedhog batik is batik from Tuban, East Java. This Gedhog batik has the influence of three cultures, namely Java, Islam and China. And in the motif, it is unique in terms of motifs that are fashionable and have a philosophy of life. Nowadays, many millennials are less enthusiastic about traditional art, one of which is Batik Gedhog. There are still many people and tourists outside the region who don't know much about Batik Gedhog and batik competition is also getting tougher, where many batik variants are starting to market their products outside the market leader so that batik gedhog requires the right promotional strategy that aims to create awareness to the millennial generation and be able to compete. in promoting Batik Gedhog. In designing the promotion strategy of Batik Gedhog using qualitative methods in data collection and applying the theory of DKV, media, promotion. advertising. In designing the promotion strategy of gedhog batik, it produces events as the main media which will increase enthusiasm and provide experience to the target audience, as well as increase sales of gedhog batik..

Keywords: Batik Gedhog, Millennial Generation, Event