

ABSTRACT

Studio Batik Katura Cirebon is sells traditional Cirebon batik made from a variety of materials, including cotton, silk, and semi-silk sanwos. The current arrangement, in which customers must still go straight to the store to purchase goods or receive instruction on how to produce a batik. The difficulties that stores currently face include the inability to sell or market their goods outside of the Cirebon area, the lack of expanded programs for new product information, and the negative effects on the store's earnings.

This study aims to implement a Digital Marketing strategy in creating a batik brand awareness at the Batik Katura Studio, Cirebon, West Java. The type of research used is by using an mix method with experimental approach and data collection using observation, interviews, survey, literature studies and documentation.

In order to optimize product marketing efforts in creating the brand awareness of Sanggar Batik Katura, it is necessary to pay attention to digital marketing planning such as Digital Marketing Strategy, and Brand Awareness Strategy. The design of this research is in the form of logo rebranding, marketing messages and taglines, posters and content, social media, user interface and user experience of the Batik Katura website. The stages of research design process were validated using triangulation and semantic differential methods. The results of this study are expected to have an impact on increasing brand awareness of creative Batik Katura products through the application of digital marketing at the Cirebon Batik Katura Studio, so that they will be able to have a significant impact on the economic aspects of craftsmen and the preservation of local wisdom values.

Keywords: Batik Katura Studio, Mega Mendung, Digital Marketing, Brand Awareness