

## **ABSTRACT**

*Indonesia has varieties of batik spread throughout Indonesia, one of them is in Semarang City. Semarang batik or Semarangan batik is produced in Kampung Batik Semarang, which is located in Rejomulyo urban village, East Semarang, a center for batik focusing on Semarangan motifs that display the characteristics and beauty of Semarang City. However, Semarangan batik is less infamous than well-known batik from Cirebon, Surakarta, Pekalongan, and other coastal batik. This is due to being less exposure and the absence of visual identity, so that not all Semarang citizens know the existence of Kampung Batik Semarang. Therefore, a necessary to design the visual identity that aims to support Kampung Batik Semarang being renowned and visited by more people, in particular Semarang residents. The design process sets to collect data from observation, literature study, interview, and questionnaire. After that, the data is analyzed with a comparison matrix and SWOT analysis. By this design, it could be the right solution for the problem of Kampung Batik Semarang.*

*Keywords: visual identity, Kampung Batik Semarang, Semarangan*