

ABSTRACT

Since the pandemic in Indonesia, many tours have experienced a drastic decrease in the number of visitors, especially since the revision was made. But now the pandemic is gone and this is the right time for the tourism sector to rise again and develop the quality of tourism so that it can progress and develop.

The diversity of cultures in Indonesia is very diverse, so it must be preserved, one way to preserve Indonesian culture is to use local products which are Indonesian people. One of the cultural heritages that exists today is traditional cloth or often known as 'wastra'. Pasar Wastra is one of the local fashion brands with Indonesian culture, more precisely batik. Even though it has been widely introduced at every Swara Gembira art event, Pasar Wastra has not used the right digital marketing methods and can help achieve the goals of a company and also does not maximize the use of social media so that it can be concluded that Pasar Wastra has not been able to adapt to developments in marketing. digital so that the scope of Pasar Warta's target market cannot expand and is only in the scope of artistic activists and old consumers with a lot of existing potential. This research will discuss how the promotion strategy is appropriate for the Pasar Wastra brand so that it is better known and its target market so how to design visuals and choose the right media. The method used in this study is the type of quality research and data taken based on interviews and observations.