

ABSTRACT

Solo is one of the cities in Indonesia which is located in the province of Central Java which is known for having quite thick culture, arts and traditions. Kampung Batik Laweyan is one of the written batik industries and tourist destinations in Solo which developed in the 14th century AD during the reign of the kingdom of Pajang. Even so, Kampung Batik Laweyan does not yet have a strong brand identity and promotional media. This research is a research using mixed methods between qualitative and quantitative. The data collection process was carried out by means of observation, interviews, questionnaires, and literature study. Data analysis methods used are visual data analysis, questionnaire data analysis, SWOT analysis, and matrix comparison analysis. The results of the design are in the form of innovation and renewal of promotional media that show the values that are owned by Kampung Batik Laweyan. This study aims to design a visual identity for Kampung Batik Laweyan. The results of the research and design are expected to be able to assist the development, promotion and branding process of Kampung Batik Laweyan. So that it will increase brand awareness and visiting tourists. The study of this discussion is very useful for understanding how to design the right visual identity to realize the goals that have been set, and is expected to be the right and useful solution for existing problems.

Keywords: *brand identity, Visual identity, promotion, branding, Kampung Batik Laweyan.*