

ABSTRACT

Batik is a traditional Indonesian cloth that has been preserved for generations by our ancestors. One witness to the history of the development of batik in Indonesia is in the Laweyan area of Surakarta. In the development of the era, the interest of the younger generation to find out more about batik has faded, and only a few people have an interest in learning and getting to know batik more deeply. By designing Kampung Batik Laweyan information media for the people of Surakarta, it is hoped that it can increase people's knowledge about batik and Laweyan itself. The method used in this study is a qualitative method with literature, observation, interviews and qualitative methods by conducting questionnaires. The most accessible information media for the public now is online media which can make it easier to convey information to the public. With the use of this media, research was carried out with the end result of a website as an online forum for information about Laweyan. The conclusion that can be drawn from this research is that websites as online media can be a place to disseminate information as a way to preserve Kampung Batik Laweyan.

Keyword: batik, Laweyan, website