

## **ABSTRACT**

*Tuban is a district located in East Java. This district is located on the coast which is a transit and trade center for various countries. This makes the people of Tuban live and develop with various cultures and produce a lot of heritage that needs to be protected now and forever. One of the cultural heritages owned by Tuban is Gedog batik. Gedog Batik has a characteristic that differentiates it from other types of Indonesian batik, namely the use of fabric woven traditionally using non- machine looms (ATBM). The "dok dok dok" sound produced when this tool operates was the inspiration for the name Batik Gedog. To introduce Gedog batik widely, adequate facilities are needed. Currently, the use of fashion, especially in backpacks, is very popular. Therefore, taking backpacks as a means of introducing one of Tuban's traditional cultures is expected to be effective according to the plan that has been set. The research method used is qualitative, namely a research process that focuses on the quality of data and information obtained from participants. The design method used is SCAMPER which aims to find new, more innovative ideas. The result of this research is a backpack with a design that implements the Tuban gedog batik motif. It is hoped that this backpack can introduce traditional Tuban culture to the wider community, especially men aged 19-25 years who are the target market.*

**Keywords:** *Batik Gedog, Implementation, Men Backpack*