

ABSTRACT

Batik is a form of drawing or writing and coloring skills using color wax-resist dyeing techniques on white cloth. This skill is inherently by ancestors not only as a cultural expression through the value of idealism and symbolic meaning contained, but also has a role as a source of livelihood. A considerable market opportunity in the batik industry is certainly directly proportional to the high number of the competition among producers.

Batik Komar is one of the batik industry players in Bandung, which has been established since 1998 and contributed in pushing the existence of the Indonesian batik craft industry in the national and international arena. Batik Euphoria that timeless should be accompanied by easy access to information media about batik.

Booklet can be a medium of communication between Batik Komar with the audience by providing an understanding of the essence of batik and company profile.

Keywords: Media Information, booklet, batik.