

ABSTRACT

This study aims to describe about the Development of Mega Mendung Batik with the Digital Marketing Concept in the Trusmi Batik Center Area, Cirebon, West Java. The theoretical benefit of research is to increase knowledge and broaden horizons for the younger generation, especially for the people of West Java who are still unfamiliar with the meaning and history contained in Batik Mega Mendung, the practical benefit is as a reference material and theoretically for readers to be able to enrich scientific studies in in the field of culture, especially batik art.

This type of research is to use a qualitative approach and produce descriptive data. Data collection techniques using observation, interviews, and documentation. The data validity checking technique uses triangulation. Data analysis techniques consist of data analysis, data presentation and interpretation.

The results of this study indicate a positive impact using the concept of digital marketing in line with the Development of Mega Mendung Batik in the Trusmi Batik Center Area. At first the Mega Mendung Batik Motif was like a lumpy cloud and dominated the fabric with its development, the Mega Mendung Motif was combined with typical batik motifs from Cirebon such as the lion barong, classical, gentong, and others. The colors used in Mega Mendung were originally brother-blue (red-blue) with a red cloth background and blue gradation on the motif. After the development of Mega Mendung through digital promotions such as websites, facebook, instagram, and other media. Now Mega Mendung has a much higher selling value based on the type of batik fabric, such as printed / printed batik, written batik, embroidered batik, and contemporary (digital) batik. In the development of creative promotional strategies for Mega Mendung Batik, it can utilize local wisdom through digital marketing.

Keywords: Development, Motif, Color, Mega Mendung, Digital Marketing