

## **ABSTRACT**

### **DESIGN STRATEGY PLANNING FOR BATIK FRACTAL**

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*The COVID-19 pandemic has a significant impact on society, especially for entrepreneurs. The results of a survey by the Central Statistics Agency (BPS) decreased turnover in Micro, Small, and Medium Enterprises (SMEs) during the COVID-19 pandemic period starting from March 2020, touching the figure of 90%. Batik Fractal is a SMEs in textiles and batik industry based in the City of Bandung which has to adapt this pandemic situation by starting to launch batik casual ready to wear products. That makes Batik Fractal have to change its business method into a business to customer model. Therefore, it is a must to have a design system and its implementation on media that is in accordance with the new business strategy to formed the brand characteristic and optimizing promotion activities through online media. In the design process, data was collected through primary method that is in depth interviews and questionnaires to target markets. To support design activities, it is equipped with literature studies on scientific design strategies and visual communication design. The design strategy outputs in the form of a design system, promotional media, and design innovation are expected to help Batik Fractal to develop its business.*

*Keywords: SME, Batik, Design Strategy, Business to Customer*