

## **ABSTRACT**

*MSMEs (micro, small and medium enterprises) are one of the biggest contributors to the Indonesian economy in 2020. Libe Batik & Craft is one of the MSMEs producing Batik in Tangerang, precisely in the Rajeg area, Tangerang Regency. Several similar competitors who already have strong brand communication and have promotional media such as Instagram accounts, e-commerce accounts, and even websites. For now, the marketing strategy carried out by Libe Batik & Craft is only through the UMKM exhibition and the owner's personal Instagram. Libe Batik & Craft does not yet have promotional media both online and offline and its visual identity only has a logo. Because marketing has not been maximized, so many people don't know about MSMEs, this causes Libe Batik & Craft sales figures to be still low. Through literature study research methods, observations, interviews, and questionnaires as well as the SWOT analysis method and comparison matrix analysis, it is concluded that to increase sales and competitiveness, brand communication design is needed. The designs made include social media, e-commerce accounts, and print media such as pamphlets and x-banners so that the MSME market coverage is bigger and can grow.*

*Keywords: brand communication, batik, Libe Batik & Craft, promotional media.*