

ABSTRAK

DESIGNING CULTURAL INFORMATION MEDIA ABOUT BATIK SEMARANGAN FOR YOUNG PEOPLE AGED 20-30 YEARS ON THE ISLAND OF JAVA

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Batik Semarang which is one of the regional cultural treasures needs to be preserved. Batik semarangan is a type of batik originating from the Semarang area, Central Java, Indonesia. Batik semarangan is known for its rich flora and fauna motifs and bright, contrasting colors. Unfortunately, batik semarangan is not widely discussed, even in its own production area. Not many young people have a sense of wanting to preserve Semarangan batik because there is no attractive information and education media. This research was conducted in Semarang City, with qualitative method as the main method, namely by interview, observation, literature study and questionnaire. Questionnaires were distributed to young people aged 20 to 30 years on the island of Java. The data that has been obtained from the research method is analyzed by descriptive analysis and comparison matrix analysis. From the research that the author did, it is hoped that this information and education media will bring up a sense of love for semarangan batik in the hearts of young people so that there is a desire to preserve batik semarangan.

Key Words: *Batik Semarangan, Youth, Java Island, Sustainability*