

ABSTRACT

Batik is an ancestral heritage of Indonesia in the form of oral and intangible culture that has been recognized by other nations. However, as time goes by, the use of batik has begun to decline, especially among young people. Based on observations during an internship at Rumah BUMN Pekalongan for approximately three months. Batik MSMEs have limited goods to bring when trading at exhibitions. To increase the use of batik and increase alternative MSME products that can be brought to exhibitions, product innovation is needed. In this study, the author tried to combine batik and QR codes through the atomics method, mind mapping and customer journey into a single Fashion Design Service unit. Then the QR Code will be filled with a link to the digital catalog of fashion MSME products fostered by Rumah BUMN Pekalongan which is packaged in the Dress Up Game concept. It is hoped that with this research, batik will have a functional value that is in harmony with aesthetic values and can be a reference for MSMEs in creating product catalogs that are attractive to the younger generation.

Keywords: Games, Catalogs, MSMEs, Fashion, Batik, QR code