

# BRANDING DESIGN OF BATIK LINTANG SIDOARJO MICRO, SMALL, AND MEDIUM ENTERPRISES IN AN EFFORT TO STRENGTHEN BRAND RECOGNITION



UNIVERSITAS  
Dinamika

FDIK



Dustin Wahyu Irtantoputra / 21420100002 / dustinwahyu@gmail.com

## Background

Batik Lintang Sidoarjo, a batik printing UMKM since 2015, is still weak in branding due to inconsistent visual identity and minimal promotion. Many consumers think this is part of Batik Sari Kenongo, his parents' hand-drawn batik business. Without social media and catalogs, the brand is less competitive. Strengthening visual identity and digital promotion is needed to increase brand awareness.

## Goals

The goal to be achieved in this Final Assignment is to design the branding of UMKM Batik Lintang Sidoarjo as an effort to strengthen brand recognition. By designing visual identity, brand guidelines, catalog photos, and packaging design.

## Design Project

The keyword of this research is "Heritage" which also raises elegant, the hope is that those who use this product can get a luxurious impression and also help preserve one of Indonesia's traditional cultures.

## Findings

Batik Lintang Sidoarjo is here for the young market with affordable ready-to-wear batik. Different from Batik Sari Kenongo which focuses on premium hand-drawn batik, the business offers printed batik. Because it is not yet widely known, the label still includes "Sari Kenongo" to gain more consumer trust.



## Design Method

### Emphasize

Understanding users' needs through interviews, observations, and documentation.

### Define

Problem formulation based on data obtained from observations, interviews, documentation, and literature studies.

### Ideate

Identify concept ideas based on previous data.

### Prototype

The researcher will design a visual identity that needs to be tested or tried out first.

### Test

The final stage is testing the design results made on the prototype.