

FINAL PROJECT

REBRANDING DESIGN FOR PENELEH BATIK THROUGH

VISUAL IDENTITY DESIGN AS AN EFFORT TO BUILD

BRAND AWARENESS

To Fulfill Partial Requirements for Obtaining a Bachelor's Degree (S-1)



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APPROVAL PAGE

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AGREEMENT PAGE

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I declare that in this scientific document of Final Project there is no part of another scientific work that has been submitted to obtain an academic degree at a Higher Education institution, and there is also no work or opinion that has been written or published by another person/institution, except those that are writtenly cited in this document and stated in full in the bibliography.

And I declare that this scientific document is free from elements of plagiarism. If in the future there is an indication of plagiarism in this Final Project, I am willing to accept sanctions in accordance with applicable laws and regulations.

Thus, I make this statement letter truthfully without any coercion from anyone and to be used as it should be.

Surabaya, May 19, 2026

Who Made the Statement



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ABSTRACT

The growth of the creative industry in Indonesia is driving businesses to build strong brand identities in order to compete in a competitive market. Peneleh Batik is a hand-drawn batik production house located in Surabaya, East Java. However, based on observations and interviews, Peneleh Batik still faces several challenges, including an overly complex logo design, simple packaging, and low public awareness of the brand. Survey results indicate that only 39.5% of respondents are familiar with Peneleh Batik, suggesting that the current visual identity and branding strategies are not yet optimal for building brand image.

This rebranding project for Peneleh Batik employs both qualitative and quantitative methods within a Design Thinking framework comprising five stages empathize, define, ideate, prototype, and test. Data was collected through interviews, observations, questionnaires, and literature reviews of similar brands. The analysis revealed the need to simplify visual elements and strengthen brand identity consistency to effectively represent Peneleh Batik character, which embodies local cultural and educational values.

This rebranding design produced a new visual identity that includes a logo, colors, typography, and branding support materials that are more modern and flexible for application across various promotional media. Through this visual identity update, Peneleh Batik is expected to build brand awareness, strengthen its image as a producer of Surabaya's signature batik, and expand its market reach.

Keywords: rebranding, visual identity, batik, brand awareness.

FOREWORD

The author offers all praise and gratitude to Allah SWT for His grace, guidance, and love, which have consistently accompanied every step of the author's journey, enabling the successful completion of this final thesis titled "Rebranding Design for Peneleh Batik Through Visual Identity Design as an Effort to Build Brand Awareness." The preparation of this final thesis was undertaken as one of the requirements for obtaining a bachelor's degree.

Throughout the process of drafting and completing this report, the author realized that there was significant support, assistance, prayers, and motivation provided by various parties. Therefore, the author wishes to express deep gratitude to those who have been present and played a significant role in both the author's academic journey and personal life. Through this page, the author wishes to convey a message of thanks that words alone may not fully capture. With the utmost respect and sincerity, the author would like to thank:

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8. All those who cannot be named individually but who have helped and supported the author.

The author acknowledges that the preparation of this final project report is far from perfect and still contains various shortcomings. Therefore, the author is very open to constructive criticism and suggestions to improve this work in the future. The author also hopes that this final project report can provide benefits, expand knowledge, and serve as a reference for readers and those in need.

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