

FINAL PROJECT

REBRANDING DESIGN FOR BATIK GALUH SURABAYAN AS AN EFFORT TO INCREASE BRAND AWARENESS

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



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AGREEMENT PAGE

**REBRANDING DESIGN OF BATIK GALUH SURABAYAN AS AN EFFORT TO
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I hereby declare that the scientific document of my Final Project does not contain any scientific work that has been previously submitted to obtain an academic degree at any university. Furthermore, no works or opinions belonging to other individuals or institutions have been used without citing the source in writing in the citations or bibliography.

I also declare that this academic document is entirely free from any elements of plagiarism. Should any indication of plagiarism be found in this thesis in the future, I am willing to accept sanctions in accordance with applicable laws and regulations.

This statement is made in good faith, without coercion from any party, and may be used as appropriate.

Surabaya,
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ABSTRACT

Batik Galuh Surabayan is a contemporary batik producer that highlights motifs characteristic of the city of Surabaya, with the use of the jumputan technique as its primary hallmark. Although it possesses unique visual appeal and high local cultural value, brand awareness of Batik Galuh Surabayan remains relatively low. Based on the results of a questionnaire survey, the majority of respondents were not familiar with the Batik Galuh Surabayan brand nor did they understand the characteristics of the distinctive motifs it features. This low level of brand recognition is attributed to a mismatch between the expected brand image and the implementation of visual elements, such as the logo, business cards, product labels, and packaging. Therefore, this study aims to formulate a rebranding strategy using a visual communication design approach that is consistent and aligned with local cultural values. Through the strengthening of visual identity and the optimal utilization of social media, this rebranding strategy is expected to increase brand awareness and build a stronger brand image in the minds of consumers.

Keywords: rebranding, contemporary batik, visual identity, brand awareness, visual communication design

FOREWORD

The author offers all praise and gratitude to Allah SWT for His mercy and blessings, enabling the final project report titled “Rebranding Design for Batik Galuh Surabayan as an Effort to Increase Brand Awareness” to be completed successfully and on time. This design was undertaken with the aim of establishing a visual identity for Batik Galuh Surabayan so that it becomes more widely recognized by the public and is able to increase its appeal and brand awareness amidst the competition within the local batik industry.

During the process of compiling this report, the author received a great deal of assistance, support, and motivation from various parties. Therefore, with the utmost respect, the author would like to express gratitude to:

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The author acknowledges that this report still has shortcomings and is not yet fully perfect. Nevertheless, the author hopes this report can provide benefits and expand knowledge regarding the rebranding design of Batik Galuh Surabayan.

Surabaya, 20 May 2026

Silvia Sari

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