

**FINAL PROJECT**  
**COMMERCIAL CAMPAIGN FOR BATIK WISTARA THROUGH FABRIC**  
**TRENDS**

To fulfill part of the requirements for a Bachelor's degree (S-1)



By:

**Sintya Ariyanti Pramestika**

**22052010132**

Advisor 1:

**Bayu Setiawan, S.Sn., M. Sn.**

Advisor 2:

**Restu Ismoyo Aji, S.Sn., M.A.**

**VISUAL COMMUNICATION DESIGN**  
**FACULTY OF ARCHITECTURE AND DESIGN**  
**UNIVERSITY OF NATIONAL DEVELOPMENT "VETERAN" EAST JAVA**  
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**APPROVAL PAGE**

**COMMERCIAL CAMPAIGN FOR BATIK WISTARA THROUGH FABRIC TRENDS**

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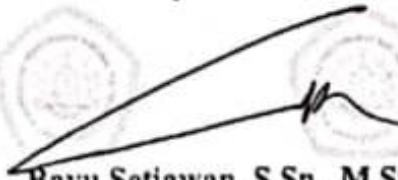
**SINTYA ARIYANTI PRAMESTIKA**

**22052010132**

**Has been defended in front of the Examiner Team**

**On : April 24, 2026**

**Supervisor 1**



**Bayu Setiawan, S.Sn., M.Sn.**  
**NIP. 19910728 202203 1004**

**Supervisor 2**



**Restu Ismoyo Aji, S.Sn., M.A.**  
**NIPPPK. 19850106 202521 1046**

**Examiner 1**



**Aileena Solicitor Costa Rica El Chidtian,**  
**S.T., M.Ds.**  
**NIPPPK. 19870119 202421 2024**

**Examiner 2**



**Widvasari, S.T., M.T.**  
**NPT. 182 198909 2007 5**

**This Final Project has been accepted as one of the requirements  
to obtain a Bachelor of Design (S-1)**

**Dean of the Faculty of Architecture and Design**



**Ilha Sholichin, S.T., M.T**  
**NIPPPK. 19710916 202121 1004**

**AGREEMENT PAGE**

**COMMERCIAL CAMPAIGN FOR BATIK WISTARA THROUGH FABRIC TRENDS**

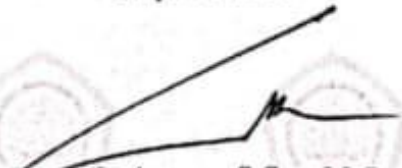
**Compiled by:  
SINTYA ARIYANTI PRAMESTIKA**

**22052010132**

**Has been defended in front of the Examiner Team**

**On : April 24, 2026**

**Supervisor 1**



**Hayu Setiawan, S.Sn., M.Sn.**  
**NIP. 19910728 202203 1004**

**Supervisor 2**



**Restu Ismoyo Aji, S.Sn., M.A.**  
**NIPPPK. 19850106 202521 1046**

**This Final Project has been accepted as one of the requirements  
to obtain a Bachelor of Design (S-1)**

**Head of Visual Communication Design Study Program**



**Masnuna, S.T., M.Sn**  
**NIPPPK. 19840512 2021 212004**

## STATEMENT OF FREE PLAGIARISM

I, the undersigned

Name : Sintya Ariyanti Pramestika  
NPM : 22052010132  
Program : Bachelor (S1)  
Study Program : Visual Communication Design  
Faculty : Architecture Design

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 Final Project, I am willing to accept sanction in accordance with applicable laws and regulations.

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

Surabaya, May 20, 2026  
Who Made the Statement

( Sintya Ariyanti Pramestika )  
  
The stamp contains the text: "KAMPUS TRAI TEMPEL" and "NPM: 22052010132".

## ABSTRACT

Indonesian traditional textiles, or wastra, are a cultural heritage possessing aesthetic value, philosophy, and national identity that must be preserved for future generations. One form of wastra recognized worldwide is Indonesian Batik, designated by UNESCO as an intangible cultural heritage in 2009. With the passage of time, the trend of using traditional textiles has begun to experience a revival, particularly among Generation Z through the “wearing traditional textiles” phenomenon, supported by the spread of social media. However, there are still challenges in its implementation, such as the perception that wearing traditional cloth is difficult, impractical, and a lack of confidence in combining traditional fabrics with modern clothing. Therefore, this research/design project aims to create a digital and conventional commercial campaign as an effort to preserve batik through the “berkain” trend while simultaneously increasing young people’s interest in hand-drawn batik products. This campaign utilizes social media as its primary platform by presenting educational and interactive content such as styling tutorials, mix-and-match guides, tips on adapting fabric to body shapes, and education on the meaning of batik fabric. In its implementation, this campaign is supported by Batik Wistara as a stakeholder focused on empowering artisans with disabilities. The communication strategy in this design adopts the concepts of Integrated Marketing Communication (IMC) and Brand Activation to strengthen brand awareness and increase audience engagement. The design is expected to promote the preservation of batik culture while expanding Batik Wistara’s market among teenagers through a trend-driven approach and digital media.

**Keywords:** wastra, batik, wearing batik, Generation Z, commercial campaign, social media, IMC

## FOREWORD

The author offers all praise and gratitude to Allah SWT for His mercy, blessings, and grace, which have enabled the author to successfully complete this Final Project report titled “Batik Wistara’s Commercial Campaign Through the Berkain Trend.” This report was prepared as one of the requirements for obtaining a Bachelor’s degree in Design from the Visual Communication Design Program.

Through this design process, the author gained a wealth of experience, knowledge, and support from various parties who contributed to the completion of this report.

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The author acknowledges that this report still has shortcomings. Therefore, the author is open to constructive criticism and suggestions to improve this work. The author hopes this commercial campaign can be beneficial, particularly as a promotional medium for other batik entrepreneurs to be more open to current trends.

Surabaya, May 15, 2026



Sintya Ariyanti Pramestika

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