

CHAPTER 5

CONCLUSION

5.1 Conclusion

Batik is an Indonesian cultural heritage with high artistic and philosophical value. However, with the rise of modern fashion trends and the culture of ready-to-wear clothing, the use of batik fabric in daily life has become increasingly less popular, particularly among the younger generation. Many people view wearing batik as something outdated, cumbersome, and limited to formal occasions. In reality, batik fabric holds cultural value that must be preserved to prevent it from being forgotten by the march of time.

In light of this phenomenon, preserving batik requires more than just fabric production; it also demands approaches relevant to today's lifestyles. Additionally, traditional batik artisans face growing threats due to declining interest in local batik products. If this trend continues, the sustainability of batik culture and the well-being of these artisans will be at risk.

As fashion trends become more flexible and modern, batik fabric can now be creatively adapted into various comfortable styles suitable for daily activities. One brand leading this preservation effort is Batik Wistara. Through its products and fabric-wearing campaigns, Batik Wistara encourages the public—especially the younger generation—to begin incorporating batik fabric into their modern lifestyles without compromising its cultural values.

Through its fabric-focused campaign, Batik Wistara aims to raise public awareness about the importance of preserving traditional batik while fostering a new habit that wearing batik does not limit daily activities or fashion choices. This campaign is delivered through various creative and interactive media to enhance brand awareness, introduce batik in a way that resonates with young people, and bring innovative approaches to the preservation of Indonesian culture.

5.2 Suggestions

Through this design, the author seeks suggestions and feedback on how the designer can better utilize ideas and concepts, thereby serving as a benchmark to further improve this product campaign. However, in this design, the author acknowledges that the lack of collaborative activities with the brand has limited the effectiveness of this campaign in achieving its intended outcomes. Collaboration is not only needed for Instagram posts but also requires clear

and comprehensive support and cooperation with the brand to make the campaign more effective. This also poses a challenge due to the limited budget and human resources from both the author and the brand. In this regard, the brand must also be consistent in promoting each of its products. For the batik fabric product itself, promotion needs to be more aggressive, focusing solely on fabric sales. Then, the brand can extend this to other Wistara batik products that aim to increase their sales figures.