

CHAPTER V

CONCLUSION

5.1 Conclusion

The conclusion of this design is that the Putat Jaya Batik Creative House has great potential as a batik education center and cultural icon of Surabaya, but still faces serious challenges in terms of visual identity consistency. Survey results show that the majority of people are not yet familiar with or interested in existing digital content, so the brand image has not been firmly established. STPD, TOWS analysis, emphasizes the need for a branding strategy that emphasizes the narrative of Putat Jaya's transformation from a localization to a cultural center, with a visual identity that is consistent, meaningful, and differentiates it from competitors. The implementation of the design in the form of a new logo, a distinctive color palette, typography that reflects the value of batik, as well as physical and digital promotional media is expected to increase brand awareness, strengthen its positioning as an authentic batik education center, and create a sustainable ecosystem for local batik SMEs. Thus, this visual identity design not only functions as a communication strategy, but also as a means of empowering the preservation of Surabaya's culture.

5.2 Suggestions

1. Visual Identity Consistency Batik Putat Jaya Creative House needs to maintain consistency in the use of logos, colors, typography, and graphic elements across all communication media so that the brand image is more easily recognized and remembered.
2. Optimizing Digital Media Instagram and other social media to be managed professionally with scheduled content, strong storytelling, and collaboration with influencers or creative communities to reach a wider audience.
3. Education-Based Brand Activation Holding workshops, interactive exhibitions, and collaborative programs with schools and universities will strengthen the image of Rumah Kreatif Batik Putat Jaya as a center for batik education.
4. Collaboration with stakeholders from the Surabaya City Government, batik communities, and MSMEs needs to be actively involved in the branding strategy to create an ecosystem that supports the sustainability of the program.
5. Continuous Evaluation and Development Visual identity and communication strategies must be evaluated periodically according to design trends, audience needs, and digital technology developments, so that the brand remains relevant and competitive.