

ABSTRACT

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COMMERCIAL DESIGN DEVELOPING BATIK OUTFIT AS A CASUAL OUTFIT FOR FEMALE COLLEGERS

It is commonly known by collegers that batik outfit is one of a formal suit. They stated their opinion that batik as an outfit looks outdated for a casual wear. This then becomes one of obstacles why Batikula struggles to market their batik product to female collegers. It is hoped that through this commercial design, Batikula's product be known as a casual batik outfit for female collegers between 18 to 25 years old range. This commercial design is using AIDA+S module (Attention, Interest, Desire, Action + Share). The primary data is obtained from the result of public observation, a deep interview session with the female collegers, and by distributing questionnaires to female collegers. Moreover, the secondary data is obtained from a literature review about digital marketing to boost the success rate for the commercial campaign. The result of the design is in a form of digital advertisement videos and photos that is uploaded on Instagram, Tiktok, and Pinterest that shows how batik outfit looks like as a casual wear.

Keywords : *commercial campaign, batik outfit, casual wear, digital advertisement*