

THE DEVELOPMENT OF BATIK PRODUCT BRANDING MEDIA IN MSMEs IN KULON PROGO REGENCY

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ABSTRACT

The marketing technique of batik products is one of the important things in the sustainability of MSMEs in Kulon Progo. Various media can be used as a means of marketing. Based on previous research in 2021, the branding media used in the category is quite good so it is necessary to increase and develop the branding media used. This study aims to: (1) describe the development of Sembung Batik branding media through an account on shopee; 2) determine the feasibility level of developing Sembung Batik branding media through an account on shopee. The research was conducted at Batik Sembung Kulon Progo. This type of research is development research using a 4D model and a quantitative descriptive approach. This research is planned to (1) develop Sembung Batik branding media through an account on shopee which consists of four stages, namely the definition stage, the design stage, the development stage, and the dissemination stage. shopee live times; and (2) the feasibility level of developing Sembung Batik's branding media through an account on shopee is very suitable for use for shopee live.

Kata Kunci: *branding media development, batik products, UMKM*