The history of Banyuwangi Batik started when Mataram conquest Blambangan in 1633 which at that moment in the reign of Sultan Agung. Along with the changing times happens that mutual political interests, which ultimately determine the identity of batik as "Mastery" or a symbol of cultural conquest. Batik is the result of creative Banyuwangi society in which contains the local wisdom that guides the society life in Banyuwangi.

Banyuwangi Batik rarely gets publicity. The existence of Banyuwangi Batik is still less known. Lack of media talk about Banyuwangi Batik, therefore the important information about Banyuwangi Batik has not been conveyed to the society and threatened to disappear because it only held by some people. Cause of it, came the idea to create media that capable to provide knowledge about the Banyuwangi as a cultural heritage. This media also capable to documenting Batik Banyuwangi that, covers the history, local wisdom, which is covered in Banyuwangi Batik design.

Designing visual book of Banyuwangi Batik was expected to provide information to the public about the Banyuwangi Batik, especially on the history, local wisdom of Banyuwangi society, spirit and philosophy of life stated in Banyuwangi Batik design. Visual book of Banyuwangi Batik was expected to facilitate their curiosity, so as to make it as refrensi and for the collection.

Kata kunci : visual book, Banyuwangi Batik, discovery, heritage