Abstract

Batik Gedog Tuban is a particular pride of art and culture for the community of Tuban. Nevertheless, the survey said that more than 70% of respondents did not know the existence of Batik Gedog Tuban. Some people who knew it also did not know the real meaning behind its motive because the producers of Batik Gedog Tuban did not give the explanation on each batik that sold. This thing is supported by the phenomenon of IT products, especially APPLE towards a lifestyle that is a potential object to be combined in a bag on the design concept.

Data obtained by direct surveys to Batik Gedog Tuban industry and APPLE product sales center. The survey’s data will be used as a basis for analysis which then produce the final design solution.

Completion method is emphasized in the trend study and existing. From the overall results achieved are expected to provide more value for users.

Output obtained in the form of SOP (Standart Operation Procedure) and prototypes of Batik Gedog Tuban bags which contain story behind it and still considering the value of the function on the products.

Keywords: batik gedog, tuban, bags, apple