

# Comparative Study: Understanding the Visual Identity of Batik Brands in Indonesia

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## ABSTRAK

Penelitian ini merupakan studi komparatif mengenai identitas visual merek batik di Indonesia, yang bertujuan untuk mengidentifikasi perbedaan dan persamaan elemen visual dari berbagai merek batik terkemuka. Identitas visual merek merupakan salah satu aspek penting dalam upaya pemasaran, karena mencerminkan citra dan nilai yang ingin disampaikan oleh sebuah perusahaan kepada konsumen. Dalam konteks batik, yang merupakan warisan budaya Indonesia, identitas visual menjadi semakin penting sebagai cara untuk menjaga nilai tradisional sambil tetap relevan di pasar modern. Tujuan dari penelitian ini adalah untuk memahami makna dan dinamika di balik identitas visual suatu merek batik. Penelitian ini menganalisis simbol visual dari 4 merek batik terkemuka di Indonesia yang dianalisis dan dibandingkan satu sama lain melalui metode analisis komparatif secara kualitatif. Hasil penelitian menunjukkan bahwa meskipun banyak merek batik mengedepankan elemen-elemen tradisional dalam identitas visual mereka, terdapat variasi yang signifikan dalam cara merek-merek tersebut mengadaptasi elemen modern untuk menarik segmen pasar yang berbeda. Beberapa merek lebih menonjolkan motif-motif tradisional dengan warna-warna alami, sementara yang lain menggabungkan elemen-elemen kontemporer untuk menciptakan kesan yang lebih modern dan minimalis. Selain itu, ditemukan bahwa merek yang lebih fokus pada pasar internasional cenderung mengadopsi gaya visual yang lebih universal dan sederhana, dibandingkan dengan merek yang lebih berfokus pada pasar domestik yang seringkali mempertahankan keunikan lokal dalam desain mereka.

**Kata kunci:** Merek Batik, Identitas Visual, Tradisional, Kontemporer, Komparatif

## Introduction

Batik as one inheritance Indonesian culture has been recognized globally, especially after UNESCO recognized batik as an *Intangible Cultural Heritage of Humanity* in 2009 (Evita et al., 2022). Batik is not just a thing product textiles, but rather a cultural identity that contains values very rich traditional, philosophical and symbolic (Yulianto et al., 2023). In the midst of increasingly modern and rapid changes, batik is transforming from simply clothes custom become product fashion that is acceptable to a wide range of people circles, both at level national and international. This matter create challenge at a time opportunity for the perpetrators batik efforts to maintain values traditional while remaining relevant in an increasingly market competitive. Perpetrator batik business has role important in encouraging Indonesia's progress, both from economic, cultural and environmental aspects.

In facing the era of modernization and globalization, actors batik businesses have shown innovation and creativity in developing batik products to remain relevant and in demand by various people circles, both at home and abroad.

Economically, the batik industry contributes to the increase state income through export (Yulianto et al., 2023). Indonesian batik products have penetrated the international market, creating opportunity extensive business for batik craftsmen and entrepreneurs. This business is also open employment opportunities for public local, especially in the regions batik centers such as Yogyakarta, Pekalongan, Solo and Cirebon. Thus, the perpetrator batik business also joined as well as in reducing level unemployment and increase welfare public. From a cultural perspective, batik business actors have a big role in maintaining and preserving ancestral heritage (Fadilah et al., 2023). They highlight traditional batik motifs which are full of philosophical and historical meaning, while also innovating with modern motifs to attract the younger generation. Through these efforts, batik remains a symbol of national pride that is relevant in the global era.

Growth perpetrator Batik business in Indonesia is increasing fast as it increases awareness will importance preserve culture at a time follow trend fashion. The more Lots businessman young people entering the industry This offers innovative motifs and modern designs that combine element traditional with a twist contemporary. This matter make competition the more competitive, especially in terms of quality product, unique design, and marketing strategy. Apart from that, development digital technology facilitates perpetrator batik business to market the product more broadly, both in local and global markets, thus creating more dynamic market dynamics (Ria Magdalena & Adibayu Pamungkas, 2023). One of way to look after relevance batik products in the middle market competition is through strengthening the brand's visual identity. Visual identity includes elements such as logos, colors, typography, packaging design, and other promotional materials that make up an image that consumers can recognize (Ayun et al., 2024).

strong visual identity doesn't just help A brand to attract attention consumers, but also plays a role important in conveying the message and values that the brand wants to convey. In the context of batik, the brand's visual identity become the more important Because batik products often associated with values specific culture of various regions in Indonesia, such as Yogyakarta, Solo, Pekalongan, and Cirebon, each of which has characteristics of different motifs and philosophies. In marketing theory, visual identity has an important role in building a brand image. According to (Kotler & Armstrong, 2008) states that visual identity is an external representation of a company's internal values, and through visual identity, consumers can recognize and differentiate one brand from another. In the batik industry, visual identity functions as a bridge between cultural heritage and contemporary innovation. Batik brands must be able to convey the traditional values contained in batik, while providing a modern touch to remain relevant to changing market tastes.

This research focuses on a comparative study of the visual identities of batik brands in Indonesia, with the aim of exploring how various batik brands build their visual identities, both through the use of traditional and modern elements. A comparative study approach was used to identify differences and similarities in the way batik brands present their visual identity, as well as how these visual elements influence the brand image in the eyes of consumers. This study also seeks to understand the role of visual identity in maintaining a balance between traditional values and modern innovation, which is often a challenge for brands operating in the creative industry.

### **Research Methods**

This research using qualitative research methods with a comparative study approach. Qualitative research focuses more on thorough descriptions, which are capable describe in a way detailed an activity or moderate situation happen, than compare impact treatment certain or explain attitudes and behavior individual (Malahati et al., 2023). The qualitative method was chosen because it provides an in-depth understanding of how the visual identity of batik brands is formed, perceived and interpreted by business actors. This research focuses on visual elements such as logos, colors, typography, motifs which play an important role in forming a brand image and how these elements reflect traditional and modern values.

Comparative study is a type of research that aims to understand and test difference between two or more research objects. This method possible comparison variables between subject with a time difference or different subjects. Comparison is carried out by comparing each variable tested, so that research can identify findings that can later be produced conclusion or a new concept (Perdana & Utami, 2022). A comparative study approach was carried out by comparing several batik brands from various regions in Indonesia, such as Yogyakarta, Solo, Pekalongan and Cirebon. These brands were chosen because they represent the diversity of batik styles typical of each region, as well as showing variations in their visual identity development strategies. By comparing these brands, research can identify similarities and differences in their use of visual elements, as well as how they balance cultural preservation and innovation to appeal to a wider market.

The subjects of this research are 4 well-known batik brands in Indonesia, namely Batik Dinar Hadi (Solo), Batik Semar (Solo), Batik Keris (Solo), Batik Parang Kencana (Solo). The research subjects were taken based on their location of origin, namely the city of Solo and their strong reputation as representatives of traditional and modern batik in Indonesia. These brands are not only well known nationally, but also internationally, providing a comprehensive perspective on the visual identity of batik. Additionally, each brand has a different approach to combining traditional and contemporary elements, which is important to analyze in this comparative study. Their diversity of locations and batik styles reflects the

rich culture and innovation in the Indonesian batik industry.

Data collection methods used in this research is a documentation method. The documentation method involves search data from various sources such as notes, transcripts, books, newspapers, magazines, meeting agendas, and the like. Designing a logo as part of a visual identity, it is important to pay attention to several visual elements for an effective identity own consistent editorial style, aimed at the target audience while maintain position brand. Additionally, Budelmann et al. (2010) in (Claudy et al., 2020) also mentioned that a cohesive identity can be influenced by style additional visual elements such as photography and illustrations. Communicative use of visuals strengthen and shape visual image of identity, where symbols can describe objects or scene and make the logo a strong brand. In comparative studies logo analysis, based on (G. Adîr et al., 2012) seven The indicators used to evaluate and compare brand visual identities are Legible (readability), Coherent (consistency), Adaptable (adaptability), Reproducible (repeatability), Memorable (uniqueness), Timeless (immutability), and Simple (simplicity). Apart from that, this research also adopts seven indicators of logo function described by (G. Adîr et al., 2012) to increase the sharpness of analysis and help assess and measure the quality of logo design, namely Contact, Explain, Denotative, Identification, Signification, Translation, Aesthetic.

## **Results and Discussion**

Visual identity is aspect crucial in building and maintaining brands, including in the batik industry . As one of the inheritance Indonesia's most valuable culture, batik does not only store mark aesthetics but also meaning deep culture. In context batik industry, visual identity functions as a tool strategic to differentiate products, convey values cultural, and interesting interest consumers in a competitive market. Visual identity includes elements such as logos, typography, and colors that make up the whole image brand in the eyes consumer (Zahra et al., 2024). Visual identity is also very important because it can influence perception consumer to quality and uniqueness product. Apart from that, visual identity also plays an important role in marketing strategy. In an increasingly competitive global market, batik brands need to create a strong and consistent visual identity to differentiate themselves from competitors. An effective visual identity can help a batik brand to stand out among many similar products, as well as build consumer loyalty (Al Farizi et al., 2023).

Designing a good visual identity requires understanding in-depth about the brand, target audience, and goals strategic company. This process not only involves aspect aesthetics but also communication strategies and experiences consumer. The first step in designing an effective visual identity is understand essence brand. This includes mission, vision, values, as well characteristics unique from that brand. The visual identity must reflect core character of brand and convey a consistent message about what the brand stands for. After

understanding the essence of the brand, the next step is to conduct market and target audience research. A good visual identity should attract the attention of the right audience and speak a language they understand. Market research helps in knowing the preferences, habits and expectations of the target audience, which can then be translated into relevant visual elements.

Logo design is one of the key elements in visual identity. The logo should be simple, memorable, and reflect the brand's values and character. A good logo not only functions as a visual symbol but also as a representation of the brand in a broader context (G. Adîr et al., 2012). The logo creation process should involve multiple iterations and feedback to ensure that the final design reflects the essence of the brand and is acceptable to the target audience. In a comparative study, there are several indicators that can be considered when designing a logo. According to (V. Adîr et al., 2014), the characteristic of a logo lies in its ability to be applied flexibly in various media, such as paper, plastic, textiles and metal. The logo must be able to reflect the strong identity of the company, service or product it represents. There are seven main attributes that must be considered in the logo design process, namely Legible (readability - very good writing); Coherent (consistency - clear and easy to understand), Adaptable (adaptability - can be designed in horizontal and vertical formats, as well as in various sizes), Reproducible (repeatability - easy to reproduce, both in black and white and color), Memorable (uniqueness - easy to remember), Timeless (eternity - able to survive throughout time), and Simple (simplicity - easy to recognize).

Apart from that, additional indicators in comparative studies are indicators on logo function. According to (G. Adîr et al., 2012), the function of a logo is to ensure graphic, visual and emotional communication and enable messages to be translated to the public. The power of a logo guarantees the quality and value of the product. Its function includes rational and emotional aspects. The following are these functions along with a brief explanation:

1. Contact function (Contact) - ensuring and supporting relations with the public;
2. Explanatory function (Explain) - determines the identity and character of the organization;
3. Denotative function (Denotative) - provides information about products/ services/ events;
4. Identification function (Identification) - indicates the target audience;
5. Signification function - adding emotional elements;
6. Translation function (Translation) - explains the message code;
7. Aesthetic function (Aesthetic) - inspires enjoyment and sensitivity.

The analysis of batik brand logos in Indonesia is as follows:

*Danar Hadi Batik*



**Image 1.** Danar Hadi Batik Logo  
**Source:** Danar Hadi website

Batik Danar Hadi was founded in 1967 by Santosa Doellah and his wife, Danarsih Hadipriyono, who are descendants of batik entrepreneurs. They started as a home industry, using gifts of wedding fabric to produce batik at home while raising their children. Santosa is an expert in batik design, while Danarsih focuses more on garment design. In 1975, they opened a small shop in Jakarta, which then expanded to various big cities in Indonesia. Collaborations with famous designers and innovation in collections have helped Danar Hadi grow into one of the top three batik industries in Indonesia. Despite adopting modern management, Danar Hadi still sticks to its traditional roots and is ready to face future challenges (Danar Hadi, 2024).

In terms of description, the Batik Danar Hadi logo has a combination of *logotype* and *logogram types*. In the logotype, the font used is a handwriting font (for Danar Hadi writing) and a sans serif font (for batik and Solo writing). Meanwhile, in the logogram there is a visual batik ornament that forms a brown frame and a purple background. The logo analysis is as follows:

**Table 1.** Table Analysis of the Danar Hadi Batik Logo

Danar Hadi Batik Logo			
Indicator			
Legible	×	Contact	√
Coherent	√	Explain	√
Adaptable	×	Denotative	√

Reproducible	√	Identification	√
Memorable	√	Signification	×
Timeless	√	Translation	×
Simple	√	Aesthetic	√

**Source:** Aileena Solicitor CREC

The Danar Hadi Batik logo highlights the classic elements of traditional batik combined with a modern touch. One of the important elements in this logo is the use of elegant letters and symbols, which reflect the high quality and expertise possessed by batik craftsmen from Danar Hadi. This combination of traditional and modern elements also illustrates the company's mission to maintain the cultural heritage of batik while remaining relevant to contemporary fashion trends. However, the use of handwritten letters in the word 'Hadi' is a bit vague because it resembles the word 'Itadi'. Apart from that, the dark purple background color with brown writing makes readability a bit poor. Therefore it is legally less. Visually, the Danar Hadi Batik logo usually uses colors that are identical to batik, such as dark brown, gold and black, which symbolize luxury, elegance and eternity. This color choice shows the brand's commitment to highlighting artistic and cultural values in each of its batik products. Additionally, this simple yet powerful logo design reflects simplicity wrapped in a rich tradition. However, the logo shape is less flexible in its use. This can be seen from the implementation of the logo in marketing media, such as on the website the use of the logo actually removes the purple background. The Danar Hadi logo also exudes a sense of professionalism and exclusivity, which is the hallmark of premium batik brands. The neat and harmonious design shows that Batik Danar Hadi is a brand that not only maintains the quality of its products but also the aesthetic value in every detail. However, the Batik Danar Hadi logo lacks an emotional side and is difficult to translate. Overall, the Batik Danar Hadi logo reflects a strong identity in combining batik cultural heritage with modern innovation. This logo not only represents a brand, but is also a symbol of the preservation of Indonesian batik art and culture.

*Semar Batik*



**Image 2.** Semar Batik logo  
**Source:** Semar Batik Website

Batik Semar was founded by Somadi and Niniek Elia Kasigit in 1947 with the initial name Bodronoyo, which was inspired by the puppet character Semar as a symbol of wisdom and simplicity. Despite facing economic challenges and the post-colonial situation, Batik Semar developed rapidly after moving to Surabaya and collaborating with Sidoarjo batik makers. In 1950, the Kasigit family returned to Solo and changed the company name to Batik Semar, which was more widely known. Facing technological changes, Batik Semar adapted by producing printed batik in the 1970s. In 1989, they started exporting products to international markets. Despite experiencing a major fire in 2002, Batik Semar continues to grow with more than 700 employees and 60 outlets throughout Indonesia, as well as a network of batik makers in various cities.

In terms of description, the Semar Batik logo has a shape that resembles a mountain or kayonan. A logo is also a combination of a logogram and a logotype. The logo color has a green theme (dark green and light green) and the Semar icon and Batik Semar writing are bone white. In the logotype, the font used is a sans serif font. The logo analysis is as follows:

**Table 2.** Table Semar Batik Logo Analysis

Semar Batik logo			
Indicator			
Legible	√	Contact	×
Coherent	×	Explain	√
Adaptable	×	Denotative	√
Reproducible	×	Identification	√
Memorable	√	Signification	√
Timeless	√	Translation	√



Simple	×	Aesthetic	√
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**Source:** Aileena Solicitor CREC

The Batik Semar logo reflects a strong identity that is based on cultural heritage, but is also open to elements of modernity in the batik industry. As a brand that is committed to maintaining tradition, this logo has a deep meaning that represents the philosophy and mission of Batik Semar. Visually, the Batik Semar logo presents the figure of Semar, one of the clown figures in Javanese wayang kulit. Semar in Javanese culture is known as a symbol of wisdom, humility, and protector of people's morals. The use of the Semar figure strengthens the brand's image as a bearer of the noble values contained in batik culture. Apart from that, the character Semar is also often associated with a wise but simple figure, which is in line with the message that Batik Semar products are not only aesthetically beautiful, but also carry deep philosophical values. The shape of this logo is not simple so it is less flexible in its use. In terms of color, the Batik Semar logo uses natural colors with a green theme so it has a deep symbolic meaning, especially in the context of Javanese culture and philosophy. Green is often associated with nature, fertility, harmony and tranquility (Karja, 2021). In Javanese philosophy, green also symbolizes balance between humans with nature and spiritual life (Dafrina et al., 2022). In the Batik Semar logo, the color is green reflect commitment brand to sustainability and sustainability batik tradition, in harmony with nature. It also shows the spirit of growth and development, reflecting Batik Semar's efforts to continue innovate without abandoning root tradition. Apart from that, green in Javanese culture also symbolizes wisdom and peace. This matter matches the famous Semar figure wise and full of compassion darling. This color describe Batik Semar's desire to present The product is not only beautiful in a way aesthetic, but also brings a sense of calm and peace for the user. Overall, the Batik Semar logo is not only a symbol of a brand, but also a representation of deep Javanese cultural values. Through its logo, Batik Semar has succeeded in communicating a strong brand identity, respecting tradition and remaining relevant in the modern era.

### *Keris Batik*



**Image 3.** Keris Batik Logo  
**Source:** Keris Batik Website

Batik Keris has been developing for more than 90 years, starting as a home industry to a large factory with shops throughout the archipelago. The company officially became a limited liability company in 1970, but still maintains quality and commitment to preserving Indonesian culture. Its philosophy is to "preserve Indonesian culture" through design and craft products. Batik Keris also innovates by creating modern products without losing the characteristics of batik, such as collections of silk, primisima and polyester. In addition, the "Keris Griya" brand was developed to produce handicrafts and souvenirs from wood, ceramics, rattan and home furnishings.

In terms of description, the Batik Keris logo also consists of a logogram and logotype. The logogram has a round shape filled with batik motif elements. There are 3 colors in the logo, namely black, orange and white. However, the dominant color in this logo is black. The type of font used is a serif font with Batik Keris written without spacing, only marked with capital letters. The analysis of the Batik Keris logo is as follows:

**Table 3.** Table Analysis of the Keris Batik Logo

Keris Batik Logo			
Indicator			
Legible	√	Contact	√
Coherent	√	Explain	√
Adaptable	√	Denotative	√
Reproducible	√	Identification	×
Memorable	√	Signification	√
Timeless	√	Translation	√
Simple	√	Aesthetic	√

**Source:** Aileena Solicitor CREC

Batik Keris is one of the well-known batik brands in Indonesia which is widely known for its dedication to preserving batik culture with a touch of modernity. The Batik Keris logo has a deep meaning, depicting the brand's identity and philosophy which is deeply rooted in Indonesian culture, especially batik, as well as a symbol of courage and strength symbolized by the "keris" as a traditional Indonesian weapon. Batik Keris logos often use the keris element as the main visual element. The keris is a traditional weapon full of symbolic meaning, not only as a means of defense, but also as a symbol of spirituality, strength and honor. In the context of the Batik Keris logo, the use of the keris symbol reflects the brand's commitment to protecting and preserving its rich batik heritage, as well as showing pride in the nation's traditions. In terms of color, the Batik Keris logo uses a combination of colors such as black, orange and white. The color orange is often associated with energy,

enthusiasm and creativity (Karja, 2021). In the context of the Batik Keris logo, the color orange symbolizes the spirit of innovation and creativity in preserving and developing Indonesia's batik heritage. Black in the Batik Keris logo means firmness, strength and elegance. This color reflects the stability and seriousness of Batik Keris in maintaining product quality and respecting batik traditions that have lasted for centuries. White is a color that symbolizes purity, simplicity and honesty (Fajar Paksi, 2021). In the Batik Keris logo, white shows the purity of the company's intention to maintain the batik cultural heritage with high integrity. In addition, the Batik Keris logo design is simple but has a strong meaning, reflecting the balance between tradition and innovation. It is simple in visuals and rich in symbolism, but in terms of identification it is lacking because this batik does not indicate who the target audience is so keris batik can be consumed by all classes.

*Parang Kencana Batik*



**Image 4.** Parang Kencana Batik Logo  
**Source:** Parang Kencana Batik Website

Founded in 1992, Parang Kencana has a deep meaning in its name. "Parang" refers to the timeless classic batik motif, while "Kencana" means gold. With this philosophy, Parang Kencana is committed to creating high quality batik masterpieces that are not only timeless but also have high artistic value. In terms of description, the Parang Kencana Batik logo also consists of a logotype and a logogram. In the logogram, the shape is taken from the parang batik motif which is arranged so that it indirectly resembles the shape of a ketupat. Meanwhile, the logotype uses a sans serif font. If you look at the philosophy, the logo color uses gold, but in its implementation the gold color is not yet visible.

**Table 4.** Table Parang Kencana Batik Logo Analysis

Parang Kencana Batik Logo			
Indicator			
Legible	√	Contact	√
Coherent	√	Explain	√
Adaptable	√	Denotative	√
Reproducible	√	Identification	√
Memorable	√	Signification	×

Timeless	√	Translation	√
Simple	√	Aesthetic	√

**Source:** Aileena Solicitor CREC

Batik Parang Kencana is a premium batik brand known for its high quality products, featuring traditional motifs with a modern touch. The Batik Parang Kencana logo reflects the essence of the brand which combines batik tradition with elegance and high aesthetic value. Visually, the Batik Parang Kencana logo is often simple but elegant, with design elements that reflect the company's identity and philosophy. The name "Parang Kencana" itself is inspired by one of the classic batik motifs, namely "Parang", which is a symbol of strength, courage and endless struggle. "Kencana," which means gold, symbolizes luxury, high value, and premium quality of every product produced. The colors used in the Batik Parang Kencana logo usually emphasize gold nuances, which symbolically depict luxury and exclusivity (Fajar Paksi, 2021). Gold also symbolizes success and prosperity, in keeping with the brand's mission to provide products that are not only beautiful, but also bring pride and social status to the wearer. The use of gold gives a luxurious and premium impression, which is the main characteristic of Batik Parang Kencana. This logo design, which is often minimalist but rich in meaning, depicts a combination of tradition and innovation. Simple in appearance, this logo emphasizes the symbolism and values contained in traditional Indonesian batik. This reflects how Batik Parang Kencana respects cultural roots while still adapting to current developments and global fashion trends. The Parang motif, which is the main inspiration for the brand name, is integrated into the visual identity as a representation of continuity and loyalty to tradition. This motif also contains a philosophical meaning of determination and strength, which reflects the spirit of Batik Parang Kencana in maintaining the quality and exclusivity of its batik products. Overall, the Batik Parang Kencana logo is a reflection of a strong brand identity, combining traditional and modern elements, and highlighting the values of luxury and high quality. This is a symbol of the company's dedication to continuing to preserve and promote batik as a valuable and relevant cultural heritage in today's fashion world.

A comparison of the logos for Batik Danar Hadi, Batik Semar, Batik Keris, and Batik Parang Kencana shows significant differences in reflecting the identity and philosophy of each brand. Batik Danar Hadi features an elegant and modern logo, combining batik traditions with a contemporary touch, making it suitable for audiences who appreciate cultural heritage but with a more modern style. This logo is very aesthetic and able to establish a relationship with the public effectively, while providing a clear explanation of the quality and classy character of the brand. Meanwhile, Batik Semar uses Semar figures, creating a strong emotional connection with Javanese culture. This logo is full of philosophy and meaning, standing out in translating a message of wisdom and simplicity, although it is less adaptive in a more modern or minimalist format.

Batik Keris focuses on the symbol of the keris, which reflects the strength, honor and pride of Indonesian culture. The design is simple but strong, making it easy to reproduce and adapt in various formats, as well as providing clear information about the batik products produced. This logo is also timeless and easy to remember, especially because of its association with the keris symbol which has long been rooted in Indonesian culture. On the other hand, Batik Parang Kencana emphasizes luxury and exclusivity through the use of Parang motifs and gold colors, creating an elegant and premium impression. This logo not only targets a high-end audience, but also maintains cultural heritage through a modern interpretation that remains strong in aesthetic and visual appeal. Overall, these four logos successfully reflect the identity and values of each brand, although with different approaches in conveying messages and attracting the audience's attention.

From the analysis of the batik logo above, a comparison of the four batik logos can be seen as follows:

**Table 5 .** Table Comparison of Batik Logos in the First Indicator

				
Legible	×	√	√	√
Coherent	√	×	√	√
Adaptable	×	×	√	√
Reproducible	√	×	√	√
Memorable	√	√	√	√
Timeless	√	√	√	√
Simple	√	×	√	√

**Source:** Aileena Solicitor CREC

Danar Hadi Batik stands out in its coherent and timeless aspects , with modern and traditional elements. Semar Batik excels in uniqueness and philosophy , but is somewhat less adaptive and simple in application . Batik Keris is a logo that is very adaptable, reproducible and simple, making it easy applied in various media. Parang Kencana Batik stands out in aspect consistent and memorable, with an elegant design that can be adapted to various formats.

**Table 5 .** Table Comparison of Batik Logos in the Second Indicator

				
Contact	√	×	√	√
Explain	√	√	√	√
Denotative	√	√	√	√
Identification	√	√	×	√
Signification	×	√	√	×
Translation	×	√	√	√
Aesthetic	√	√	√	√

Source: Aileena Solicitor CREC

Danar Hadi Batik is superior in terms of aesthetics , explanation of identity, and contact with the public because the logo is elegant and modern. Batik Semar is very strong in the elements emotional, message translation, and target audience identification, especially with usage Semar's symbol is full meaning culture. Batik Keris stands out in the elements significance and denotation , with a strong keris symbol as a representation culture and power. Parang Kencana Batik impresses with its aesthetics luxury and premium identity, targeting a high-end audience with a twist exclusivity.

### Conclusions and Recommendations

A comparison of the Batik Danar Hadi, Batik Semar, Batik Keris, and Batik Parang Kencana logos shows how each logo successfully reflects their brand identity and values through a unique approach. Danar Hadi Batik stands out with its elegant designs that combine traditional beauty with a modern touch, making it highly aesthetic and effective in connecting with a public that appreciates quality and style. Batik Semar strengthens the emotional connection by using the Semar symbol which is full of Javanese cultural meaning, offering an in-depth explanation of the brand's character and underlying philosophy, although it is slightly lacking in modern design adaptability. Batik Keris offers a simple but strong design with the keris symbol which symbolizes strength and honor, making it easy to adapt and reproduce and giving a strong timeless impression. Meanwhile, Batik Parang Kencana stands out with its Parang motif and gold color, emphasizing luxury and exclusivity, and targeting an upper-class audience with an aesthetic that combines tradition

and prestige. Overall, each logo is effective in reflecting their values and market positioning, with a tailored approach to meet the expectations and needs of their target audience. Overall, these logos reflect a variety of approaches to presenting batik brand identities, with each having the power to define their character and values, as well as establishing strong connections with their appropriate audiences. This diversity shows the richness of Indonesian batik culture and creativity in brand development in the modern era.

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