

## PENERIMAAN MEDIA BRANDING PRODUK BATIK DI UMKM KABUPATEN KULON PROGO

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### ABSTRACT

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*This study aims: 1) Knowing the branding media built by Sembung batik through a shopee account; 2) Knowing the acceptance in the community of the branding media built by Sembung Batik through the Shopee account.*

*This type of research is a research survey with a quantitative descriptive research approach. The research comes from the background of the problem which is then formulated into several problem formulations, then looks for a theoretical basis that can be used in this study so that it can formulate a hypothesis. This research is planned to: 1) find out what kind of branding media is built by Sembung batik through Shopee; 2) how is the acceptance of followers to the branding media built by Sembung batik. The results of instrument validation by 3 validators were declared eligible for research.*

*This study resulted in an understanding of: 1) the Sembung Batik branding media has been built through Shopee with the sembungbatik.ikm account, 2) the acceptance of followers of the branding media built by Sembung Batik in the fairly good category (69%) with the Sembung Batik branding media sub indicator in the category is quite good (66%) and the sub-indicator of the accessibility of the Batik Sembung branding media is in the quite good category (66%). Thus, the branding media is quite accepted by the followers of Batik Sembung SMEs.*

Kata Kunci: *acceptance of branding media, batik products, MSMEs.*