

ABSTRAK

Batik Inhil Sri Tanjung merupakan UMKM batik khas Melayu di Kabupaten Indragiri Hilir, Riau, dengan ciri khas motif kelapa sebagai representasi daerah. Namun, branding visual yang ada masih terkesan tradisional sehingga kurang optimal dalam menarik perhatian, terutama generasi muda. Penelitian ini bertujuan merancang maskot sebagai identitas visual alternatif untuk memperkuat brand awareness, meningkatkan daya tarik promosi, dan merepresentasikan nilai budaya Melayu melalui desain komunikasi visual. Metode perancangan menggunakan pendekatan *Design Thinking* dengan tahapan *empathize*, *define*, *ideate*, *prototype*, dan *test*. Maskot bernama Sirina diwujudkan sebagai karakter kelapa berwujud perempuan Melayu yang ceria, ramah, dan anggun. Sirina mengenakan baju kurung Melayu berhijab dengan motif batik khas Inhil, divisualisasikan dalam gaya semi kartun dengan warna hijau, kuning, dan merah. Tipografi script dan sans serif digunakan untuk memperkuat identitas, serta dirancang berbagai variasi pose agar fleksibel pada media promosi. Hasil perancangan menunjukkan Sirina mampu menjadi identitas visual yang komunikatif, ikonik, mudah diingat, dan relevan sebagai strategi branding modern yang tetap menjaga akar budaya lokal.

Kata Kunci: Batik Inhil Sri Tanjung, Design Thinking, Identitas Visual, Maskot, Promosi

ABSTRACT

Batik Inhil Sri Tanjung is a Malay batik SME located in Indragiri Hilir Regency, Riau, characterized by coconut motifs as regional representation. However, its current visual branding still appears traditional and less attractive, especially to younger generations. This study aims to design a mascot as an alternative visual identity to strengthen brand awareness, enhance promotional appeal, and represent Malay cultural values through visual communication design. The design process applies the Design Thinking approach, including the stages of empathize, define, ideate, prototype, and test. The mascot, named Sirina, is visualized as a coconut character personified into a cheerful, friendly, and graceful Malay woman. She wears a Malay baju kurung with a hijab and Inhil batik motifs, illustrated in a semi-cartoon style with green, yellow, and red as the main colors. Script and sans serif typography are used to strengthen identity, and various mascot poses are designed for flexible application in promotional media. The final result shows Sirina as a communicative, iconic, and memorable visual identity, supporting modern branding while preserving local cultural heritage.

Keywords: *Batik Inhil Sri Tanjung, Design Thinking, Visual Identity, Mascot, Promotion*