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COMPANY PROFILE MUSEUM BATIK BERBASIS MULTIMEDIA,
SEBAGAI MEDIA PROMOSI DALAM MENINGKATKAN PARIWISATA
DAN BUDAYA LOKAL KOTA PEKALONGAN, dibawah bimbingan Arief
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ABSTRAK

Penelitian ini bertujuan untuk merancang dan mengembangkan company profile Museum Batik berbasis multimedia sebagai media promosi yang efektif dalam meningkatkan pariwisata dan budaya lokal di Kota Pekalongan. Kota Pekalongan terkenal dengan tradisi batiknya yang kaya, namun informasi terkait museum batik masih terbatas dan kurang menarik minat wisatawan secara luas. Dengan memanfaatkan teknologi multimedia, seperti video, animasi, audio, dan elemen grafis interaktif, company profile ini diharapkan mampu menyajikan informasi yang menarik, informatif, serta dapat meningkatkan minat kunjungan wisatawan. Metode yang digunakan dalam penelitian ini adalah metode pengembangan multimedia dengan model Multimedia Development Life Cycle (MDLC), yang meliputi tahapan konsep, desain, pengumpulan data, pembuatan, pengujian, dan distribusi. Data penelitian diperoleh melalui observasi langsung, wawancara, dan studi literatur terkait pariwisata dan budaya lokal Kota Pekalongan, khususnya Museum Batik. Untuk menguji keefektifan company profile yang dikembangkan, dilakukan pengujian User Acceptance Testing (UAT) yang melibatkan pengguna akhir seperti wisatawan, pihak museum, dan masyarakat setempat.

Kata Kunci: *Company Profile, Multimedia, Promosi, Museum Batik, Pariwisata, Budaya Lokal, Pekalongan, UAT.*

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MULTIMEDIA-BASED BATIK MUSEUM COMPANY PROFILE, AS A PROMOTIONAL MEDIA IN IMPROVING TOURISM AND LOCAL CULTURE OF PEKALONGAN CITY, under the guidance of Arief Soma Darmawan M.Kom. and Rizqi Wijonarko M.Kom.

ABSTRAK

This research aims to design and develop a multimedia-based Batik Museum company profile as an effective promotional medium in increasing tourism and local culture in Pekalongan City. The city of Pekalongan is famous for its rich batik tradition, but information related to batik museums is still limited and does not attract widespread tourist interest. By utilizing multimedia technology, such as video, animation, audio, and interactive graphic elements, this company profile is expected to be able to present interesting, informative information, and can increase the interest of tourist visits. The method used in this study is a multimedia development method with the Multimedia Development Life Cycle (MDLC) model, which includes the stages of concept, design, data collection, manufacturing, testing, and distribution. Research data was obtained through direct observation, interviews, and literature studies related to tourism and local culture of Pekalongan City, especially the Batik Museum. To test the effectiveness of the company profile developed, User Acceptance Testing (UAT) was carried out involving end users such as tourists, museums, and the local community.

Kata Kunci: *Company Profile, Multimedia, Promotion, Batik Museum, Tourism, Local Culture, Pekalongan, UAT.*