**ABSTRACT**

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Title : Improvement Efforts to Increase the Popularity of

Tasikmalayan Batik through Advertising photography in the

Field of Fashion.

This writing aims to visualize the Tasikmalayan Batik, in this case the writer wants to try to increase the popularity of the Tasikmalayan Batik. The Tasikmalayan Batik has experienced a downturn times in terms of production and enthusiasts. Precisely in 1980, when textile companies that produced batik instantly started to bloom, besides that it also happened in 1998, due to the monetary crisis that was happenned in Indonesia. The method used to find out data about Tasikmalayan Batik is using qualitative methods, with the aim of obtaining in-depth information and in accordance with the research topic. Then the process of collecting data is done by observing in the field to determine which places will be used as a place of research and interviews with the Batik House owner to find out or get information about Tasikmalayan Batik. Then the end of this research is visualized through advertising photography. The process of making visual batik is not only focused on Tasikmalayan Batik but also the lighting techniques that will be used, such as butterfly lighting, loop lighting, rembrandt lighting, split lighting, broad lighting, and short lighting. In this final project research the author can conclude that fashion photography influences efforts to increase the popularity of Tasikmalayan Batik. Fashion photography was chosen because the results can be clearly illustrated.

Keywords: Tasikmalayan Batik, Advertising Photography, Fashion.