

## ABSTRACT

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Title : “Rumah Batik Palbatu: Batik Educational Destinations for Millenials in Jakarta”

*This storytelling is conducted with the aim of reintroducing Rumah Batik Palbatu as one of the best batik education tour destinations in Jakarta which is offers “knowledge” about the beautiful process of Batik making in unique ways, not only just selling the product. It also provides insight for those who are interested in Indonesian Cultural Heritage, especially Batik and boosts the popularity of Rumah Batik Palbatu through this research. The people of Jakarta still do not have knowledge of the cultural heritage of their own home region, namely Batik Betawi. Furthermore, most of them cannot distinguish the original batik made manually from the imitation batik. According to an online survey conducted on 50 millennials who are from Jakarta, 84% of the people still do not know the existence of batik Betawi as Jakarta's cultural icon, followed by the existence of Rumah Batik Palbatu as the pioneer of the batik Betawi’s house that has not been exposed by the Jakarta residents themselves.*

**Keyword:** *Batik Betawi, Education, Destination, Cultural Heritage, Jakarta*