

# Training for Human Resource Development in Batik Giriloyo MSMEs, Bantul Regency, Yogyakarta

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## **Abstract.**

*This study examines a community service program aimed at improving employee skills in Batik Giriloyo small and medium enterprises, located in Bantul Regency, Yogyakarta. The planned training program was implemented in response to the declining interest of the younger generation and the lack of technical and managerial skills in the batik sector. The focus of the training was to hone batik skills, deepen cultural literacy, and improve digital literacy through a participatory approach that highlights local wisdom and cultural heritage. The methods applied included in-depth interviews, observational analysis, and practical workshops. The results of this activity showed a significant increase in performance, deeper cultural understanding, and increased enthusiasm from the younger generation to preserve batik culture. This initiative not only revived traditional batik techniques but also encouraged the formation of a community of young batik makers who were committed to innovation. This project reflects the significant role of universities in supporting sustainable human resource development in culture-based MSMEs.*

**Keywords:** Batik Giriloyo; cultural preservation; employee training; MSMEs; youth generation

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## **I. INTRODUCTION**

Batik Giriloyo is one of the leading centers of traditional hand-drawn batik, located in Wukirsari Village, Imogiri District, Bantul Regency, within the Special Region of Yogyakarta. Its distinctive motifs, traditional batik-making techniques, and historical significance render Batik Giriloyo a vital cultural heritage that deserves preservation. However, in the face of modernization and increasing competition in the global market, the skills and capabilities of its workforce, particularly its employees, play a crucial role in ensuring the sustainability of the batik industry.

Training represents a structured approach aimed at enhancing employees' abilities, skills, and work attitudes to enable them to perform their roles more effectively. According to Robbins and Judge (2021), training is one of the essential tools in human resource development, particularly in improving an organization's competitiveness through the enhancement of individual capabilities. Training is not solely intended to improve work efficiency; it also serves to support workforce regeneration and preserve traditional skills, such as batik-making

Employee development training presents a strategic solution to address these challenges. This initiative is designed to enhance both the technical and non-technical competencies of employees,

enabling them to contribute more effectively to product quality improvement, increased work efficiency, and broader market reach. Within the scope of community service, the training aligns with the Tri Dharma of Higher Education, reflecting an academic commitment to empowering local micro, small, and medium enterprises (MSMEs).

The implementation of employee training programs represents a strategic step in advancing within today's highly competitive landscape. Evidently, the rapid development of technology and growing consumer interest in the batik industry necessitate employee adaptability, making training a crucial element for every workforce member. Business leaders acknowledge the essential role of training in equipping their human resources. Organizations increasingly leverage training as a means to cultivate competent personnel in response to the demands and pressures of the global environment (Karyawan et al., 2021).

## II. METHODS

The implementation of this initiative began with a preliminary survey and an in-depth analysis of the various challenges faced by Batik Giriloyo MSMEs, located in Bantul Regency, Special Region of Yogyakarta, particularly in efforts to engage younger generations in batik entrepreneurship as future inheritors of the tradition. The problem identification process was conducted systematically through structured interviews with business owners, direct observations at production sites, and an analysis of existing sales data. The collected information was then analyzed and compiled into a problem analysis table, which comprehensively illustrates the primary obstacles encountered by Batik Giriloyo MSMEs in the context of global marketing. The formulation of this table aims to provide an objective and measurable foundation for designing intervention programs that are aligned with the actual needs and conditions on the ground.

**Table 1. Problem Analysis**

No	Location	Identified Problems
1.	Batik Giriloyo Community, Bantul Regency, Yogyakarta	1. Limited employee development training for succession planning.
		2. Inadequate management training and low digital literacy.

Source: Processed Data, 2025

In response to the identified challenges faced by the Batik Giriloyo MSMEs in Bantul Regency, Yogyakarta, a series of strategically formulated work programs have been established to offer assistance, solutions, and significant contributions to enhance business capacity. This initiative aims to provide a comprehensive employee development training program that not only focuses on the technical aspects of production but also includes training in management, entrepreneurship, product innovation, and digitalization. These training sessions are intended to equip the next generation of Batik Giriloyo artisans with the necessary skills to preserve and sustainably develop the batik enterprise over the long term.

**Table 2. Program Design**

No.	Program Title	Activities (Based on Program)	Objectives	Date of Implementation	Expected Output
1.	Socialization and Recruitment of Young Batik Artisans from Bantul Regency, Yogyakarta	Direct discussions with business owners and local youth about the challenges and opportunities of becoming batik artisans.	<ol style="list-style-type: none"> <li>To foster interest among the younger generation in participating in batik enterprises as a form of cultural inheritance.</li> <li>To develop the character and work readiness of future batik business successors.</li> </ol>	May 20, 2025	Publication of an article in the Journal of Community Empowerment and documentation of field activities.

Source: Processed Data, 2025

### III. RESULT AND DISCUSSION

The implementation of the employee development training initiative at the Batik Giriloyo community in Bantul Regency yielded several significant outcomes, particularly in enhancing technical skills and cultural awareness among the younger generation of batik artisans. The training program focused on two primary areas: (1) improving traditional batik-making techniques and understanding the philosophy behind batik motifs, and (2) reinforcing the values and motivation of young participants to preserve the batik industry as an integral part of cultural heritage.

One of the core activities was an engaging dialogue session with local batik entrepreneurs and youth. These discussions revealed several persistent challenges, including the lack of business management training, low levels of digital literacy, and a general disinterest among young people who perceive batik as outdated and economically unviable. Through these sessions, participants began to recognize that batik represents not merely a craft, but a cultural expression and a potential avenue for economically viable creative enterprises rooted in local heritage.

By utilizing an interactive approach grounded in local wisdom, the training offered an immersive experience that encouraged active participation. Participants were guided to rediscover the philosophical meanings behind traditional batik motifs such as *parang*, *truntum*, and *kawung*, alongside learning natural dyeing techniques and maintaining the aesthetic integrity of traditional batik. In addition, sessions on basic business management and digital marketing strategies were incorporated to equip participants with foundational knowledge for building sustainable batik businesses in the modern era.

Moreover, the initiative has been recorded as an educational video to be widely distributed via

YouTube and submitted for Intellectual Property Rights (HAKI), enabling its reuse as an educational or supplemental training resource. A scientific article based on this initiative will also be submitted to the *Journal of Community Engagement* as a scholarly output.

Overall, the training program proved effective not only in improving the technical competencies of Batik Giriloyo's employees but also in cultivating collective awareness that nurturing the next generation of batik entrepreneurs requires a holistic approach, one that encompasses practical skills, cultural values, and adaptive strategies. This effort exemplifies the role of higher education institutions in strengthening culture-based MSMEs within the framework of digital transformation and the challenges posed by globalization.

Following a comprehensive analysis of the challenges faced by the Batik Giriloyo MSMEs in Bantul, Yogyakarta, and the development of relevant community service initiatives, the next phase involves the systematic implementation of the proposed programs. These efforts are articulated through a series of strategic initiatives, outlined in the activity table below, representing a tangible form of empowerment aimed at enhancing the regeneration of young batik artisans in Bantul, Yogyakarta.

**Table 3. Program Implementation**

<b>Work Program</b>	<b>Activities</b>	<b>Date of Implementation</b>	<b>Expected Output</b>
Socialization and Regeneration of Young Batik Artisans from Bantul Regency, Yogyakarta	Direct discussions with business owners and local youth regarding challenges and opportunities in becoming batik artisans.	June 2, 2025	Publication of an article in the <i>Journal of Community Empowerment</i> and documentation of field activities.





**Pictures 1. Program Implementation**

#### **IV. CONCLUSION**

The main challenges faced by Batik Giriloyo MSMEs in Bantul Regency include the lack of employee development training, limited digital and managerial skills, and the declining interest of the younger generation in the batik industry, which is often perceived as less promising. These conditions pose serious obstacles amidst modernization and global competition that demand innovation and technological adaptation. Through the implemented training program, improvements were observed in employees' technical skills, stronger cultural awareness, and increased motivation among the younger generation to actively engage in batik preservation. The integration of local wisdom with technical and managerial training has proven effective in fostering a sense of responsibility and encouraging regeneration, enabling Batik Giriloyo MSMEs to become more competitive while preserving cultural heritage.

Thus, the training not only contributes to improving human resource quality but also serves as

a crucial strategy to strengthen the competitiveness of MSMEs in the era of globalization. This initiative is expected to ensure the sustainability of the batik industry, expand market reach, and position the younger generation at the forefront of preserving and advancing the nation's cultural heritage.

## V. ACKNOWLEDGMENTS

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