

# The Role of the Hand-Drawn Batik Industry in Increasing Community Income in Wukirsari Village, Imogiri Subdistrict, Bantul Regency

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## **Abstract.**

*Wukirsari is a village located in Imogiri Subdistrict, Bantul Regency, Yogyakarta, which has strong potential in the cultural and creative economy sectors. One of the prominent local industries that contributes significantly to improving the community's welfare and household income is the hand-drawn batik (batik tulis) industry. Wukirsari Village is known for its traditional batik craftsmanship, particularly in the Giriloyo area, which has been preserved for generations. This study aims to analyze the role of the hand-drawn batik industry in increasing community income in Wukirsari. This research uses a descriptive qualitative approach, with data collection techniques that include: (1) direct observation of informants, (2) in-depth interviews with batik artisans and business owners, and (3) documentation of relevant sources. The results indicate that the batik tulis industry plays a significant role in increasing the income of local residents, particularly home-based female artisans, with monthly earnings ranging from Rp150,000 to Rp700,000 depending on their productivity and time allocation. Efforts made by batik business owners to increase artisan income include increasing production volume, expanding marketing through digital platforms and exhibitions, and providing flexible working hours that allow artisans to balance their family responsibilities with their work. The hand-drawn batik industry in Wukirsari not only supports the economic empowerment of rural households but also plays a crucial role in preserving Indonesia's cultural heritage and promoting local tourism..*

**Keywords:** Batik Industry; Community Income; Cultural Heritage; Rural Women; Wukirsari Village

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## **I. INTRODUCTION**

The industrial sector in rural areas has not yet fully addressed the issue of employment, particularly in providing decent and inclusive job opportunities for all layers of society. As a result, various small-scale industries have emerged in villages, including the batik tulis (hand-drawn batik) industry.

In Wukirsari Village, Imogiri Sub-district, Bantul Regency, the batik tulis industry plays a significant role in improving the income of local communities. Known for its unique and traditional hand-drawn batik motifs, the area has long been recognized as a cultural and economic hub for batik production in the Yogyakarta region. The batik products from Wukirsari are highly valued for their artistic process and cultural heritage.



**Figure 1 Batik Wukirsari**

*Source: Author's Documentation*

Most batik artisans in Wukirsari work from home. They usually receive batik cloth orders from local production centers or cooperatives, bring them home to be hand-drawn (batik tulis), and return the completed work for further processing or sale. This system allows artisans, particularly women, to work flexibly without being bound to fixed working hours or having to be present at a centralized production facility.

Notably, the majority of these artisans are housewives who previously had no fixed income or formal employment. The batik tulis industry has thus become an important source of livelihood and a means of empowerment for rural women, enabling them to contribute to household income while preserving traditional skills passed down through generations.

Many women in Wukirsari Village, Imogiri Sub-district, Bantul Regency, who previously did not have permanent income sources, have found better employment and income opportunities through their involvement in the batik tulis industry. As home-based artisans, they now earn an income by producing traditional hand-drawn batik fabrics, contributing to both family welfare and local economic development.

This study aims to explore the impact of the batik tulis industry on the income improvement of the local community, particularly how it empowers artisans in Wukirsari. The research also examines the efforts made by the industry and related stakeholders to enhance artisan incomes in response to current challenges.

According to the Ministry of Industry Regulation No. 41/M-IND/PER/6/2008, an industry is defined as an economic activity that transforms raw or semi-finished materials into products with higher use value, including design and engineering processes. The batik tulis industry exemplifies this definition, as it involves processing plain fabric (cotton, silk, chiffon, etc.) into high-value cultural products through intricate hand-drawing techniques using melted wax (malam).

As stated by Wulandari (2011), the batik industry plays a vital role not only in preserving the nation's cultural heritage but also in enhancing creativity and generating economic value. Batik is considered a cultural product with measurable commercial value, making it a potential source of increased income and a contributor to the tourism sector by promoting regional identity.

Income, as defined by Moenir (2010), is the total compensation received by an individual in return for services rendered, either in the form of money or other facilities, within a given time frame.

This study uses Marginal Productivity Theory of Wages and Labor Participation Theory. According to Sumarsono (2009), in order to maximize profit, business owners allocate production factors in such a way that each factor receives compensation equal to its marginal product. Therefore, workers are hired until the marginal physical product of labor equals the wage paid. The wage (W) is determined by the following formula:

$$W = MPPL \times P$$

Where:

W = wage level (labor cost)

P = price of the output per unit

MPPL = marginal physical product of labor

Based on this theory, workers receive wages equal to their contribution to production. This is reinforced by Neo-Classical Theory, which states that wages reflect the value of the additional output generated by labor. Thus, productivity becomes a key factor in determining compensation.

According to Arfida (2003), productivity is a resource that contributes to increased company income. Higher productivity tends to result in higher wages. Therefore, the productivity of both workers and industry as a whole is a core determinant of income levels. As productivity increases, so too does both worker income and business profit.

## II. METHODS

This study employs a descriptive research design with a qualitative approach. Descriptive research aims to systematically and accurately describe phenomena, facts, and events occurring in the field without intending to make generalizations. A qualitative approach was chosen as it is appropriate for understanding the meaning behind actions, social interactions, and experiences of stakeholders in the hand-drawn batik industry within the context of community life in Wukirsari Village, Imogiri District, Bantul Regency. The objects of this research include actors within the batik industry, such as business owners, batik artisans, and community figures who are directly or indirectly involved in hand-drawn batik activities. The research informants consist of 12 individuals, comprising 8 batik artisans and 4 hand-drawn batik business owners located throughout the region.

Data collection techniques involved direct observation, in-depth interviews, and documentation. Observations were carried out to closely observe the activities of batik artisans and business owners in their work environment. In-depth, face-to-face interviews were conducted to obtain detailed information regarding the role of the batik industry in improving community income. Documentation was carried out by collecting relevant secondary data, such as profiles of batik MSMEs, activity reports, and other supporting documents. Data analysis was conducted concurrently with data collection through three stages: data reduction, data presentation, and conclusion drawing. Data reduction was performed by organizing and selecting relevant data; data presentation aimed to simplify complex information to make it easier to understand; and conclusion drawing was carried out gradually to ensure the validity of the findings. To maintain data credibility, the researcher applied a credibility test by extending the duration of field data collection and conducting repeated observations to gain deeper insights into the dynamics of the hand-drawn batik industry in Wukirsari.

### III. RESULT AND DISCUSSION

The hand-drawn batik industry that has developed in Wukirsari Village, Imogiri District, Bantul Regency, represents a cultural heritage passed down through generations. Batik-making activities in Wukirsari have existed for decades and have become an integral part of the local community's way of life. Several pioneering batik figures in the area received training from government agencies and cultural institutions, including instruction on natural dyes, classic hand-drawn batik techniques, and the introduction of modern motifs. Over time, this industry has grown into one of the main sources of livelihood, especially for housewives working as home-based batik artisans.

#### **The Role of the Hand-Drawn Batik Industry in Increasing Community Income in Wukirsari Village, Imogiri Subdistrict, Bantul Regency**



**Figure 2 Batik-Making Process**

*Source: Author's Documentation*

First, it contributes to household income, particularly for batik artisans who now earn additional monthly income ranging from IDR 150,000 to IDR 700,000, depending on their skills, family responsibilities, and the amount of time dedicated to batik production. This income is used to support household needs, such as daily necessities and children's education expenses. The more fabric they manage to complete, the higher the income they receive.

Second, this hand-drawn batik industry plays a significant role in preserving national culture. Giriloyo hand-drawn batik is known for its distinctive classic Yogyakarta motifs such as parang, kawung, truntum, and sidomukti, which are still preserved and produced using traditional methods. Although many modern batik motifs have emerged, the artisans in Wukirsari continue to uphold the authenticity of inherited designs as a commitment to preserving local cultural heritage.

Third, the hand-drawn batik industry in Wukirsari contributes to fostering community creativity, particularly among artisans who have begun creating innovative personal motifs. These designs not only reflect individual artistic expression but also represent the social identity and local potential of the Wukirsari community. Some of the newly developed motifs incorporate elements from the surrounding environment, such as teak leaves, flowers, and traditional Imogiri ornaments, and are marketed through local batik galleries as well as digital platforms.

Fourth, the existence of the hand-drawn batik industry also encourages artisans to continuously develop their creativity in designing new motifs that retain both aesthetic and local cultural values. In Wukirsari, in addition to classic motifs such as parang and truntum, artisans have begun to create innovative designs inspired by their surroundings, including motifs like yogyogdang, selat kerem,

pasubran, ganja, kumis kucing, and rambatan. This demonstrates that hand-drawn batik is not merely a tradition, but also a medium of artistic expression and local identity.

Fifth, the Wukirsari hand-drawn batik industry also supports the local tourism sector. Batik has become one of the main attractions for both domestic and international tourists visiting the Imogiri area, including Giriloyo. Wukirsari batik is not only marketed as a cultural product but is also part of educational tourism, where visitors can witness the batik-making process firsthand and even participate in batik workshops. Batik products from Wukirsari have attracted buyers from various cities, including Yogyakarta, Jakarta, and Surabaya.

Sixth, the hand-drawn batik industry plays a role in fostering entrepreneurship among local residents. The history of batik development in Wukirsari shows that the business began with certain individuals or families who later inspired others in the community to start their own batik businesses. From a single entrepreneur, the area now hosts dozens of independent batik production units. This entrepreneurial spirit strengthens the local economy and fosters a business climate that is both competitive and collaborative among artisans.

Seventh, the Wukirsari batik industry contributes to reducing unemployment, particularly among women. This industry absorbs a considerable number of workers, with the majority of artisans being housewives who previously lacked steady employment. By working as batik artisans, they not only earn income but also enjoy time flexibility, as most of the production process is conducted at home. This provides a tangible contribution to reducing unemployment and improving the standard of living in Wukirsari Village.

### **The Efforts Of The Batik Industry to Increase Community Income.**

One of the primary approaches is to increase production volume, as a higher output of batik products leads to greater income potential. In this context, the artisans' earnings can be explained through the marginal productivity function, expressed as:

$$W = MPPL \times P,$$

where  $W$  represents wages,  $MPPL$  is the marginal physical product of labor (the additional output produced by one more unit of labor), and  $P$  is the price per unit of product. This equation implies that wages are a form of compensation for the productive contribution made by the artisans, and that employers will hire artisans up to the point where the marginal benefit of labor equals the wage paid.

Income improvement is further supported by several strategic initiatives undertaken by batik business owners, including:

- 1) expanding market reach, both within Yogyakarta and beyond the city, including inter-island and international markets;
- 2) actively participating in exhibitions and trade fairs to introduce Wukirsari hand-drawn batik with its distinctive motifs;
- 3) innovating in motif design to attract a broader market segment;
- 4) maintaining high product quality to sustain consumer trust;
- 5) conducting intensive promotion through social media platforms such as Instagram and Facebook; and
- 6) ensuring continuous production to meet market demand and sustain income.

Another unique aspect of the Wukirsari batik industry is the flexibility in working hours granted to artisans. This system allows artisans most of whom are housewives to adjust their

working hours to accommodate household and family responsibilities. From the perspective of household economics, the family functions as a decision-making unit aiming to maximize utility (satisfaction). The level of utility is significantly influenced by household income, wage levels, and family preferences. Consequently, artisans with greater family responsibilities tend to allocate more time to batik-making in order to meet household consumption needs.

Interviews with informants revealed that the more time artisans devote to batik production, the greater the number of batik pieces they can produce, which ultimately leads to higher income. This illustrates that the Wukirsari hand-drawn batik industry not only creates economic opportunities but also fosters a work system that is adaptive to the social dynamics of the community, particularly in supporting the strengthening of household economies based on local cultural skills.

#### **IV. CONCLUSION**

The hand-drawn batik industry plays a significant role in increasing community income in Wukirsari Village, Imogiri Subdistrict, Bantul Regency. The income of community members, particularly batik artisans, has increased within the range of IDR 150,000 to IDR 700,000 per month. Beyond being a source of income, this industry also contributes to the preservation of local culture through the production of traditional hand-drawn batik featuring distinctive motifs. Additionally, the batik industry fosters artisan creativity, supports the tourism sector, encourages community entrepreneurship, and helps reduce unemployment, especially among housewives.

The efforts undertaken by Wukirsari batik industry owners to improve community income include expanding production, widening market reach through digital promotion and participation in exhibitions, and providing flexible working hours for artisans. This flexibility allows artisans to balance work with family needs while maximizing productivity according to their individual capacities.

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