

Strengthening the Role of the Giriloyo Batik Center in Improving Community Welfare and Sustainable Village Economy in Wukirsari, Bantul, Yogyakarta

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Abstract.

The Giriloyo batik center is one of the industries centered on traditional batik crafts that developed in Imogiri, Bantul. This community service activity aims to examine the role of batik centers in improving the village economy and provide solutions to the financial management faced by batik artisans. The approach used is descriptive qualitative with data collection techniques, namely observation, interviews with 20 craftsmen and 5 managers, and documentation. The data that has been obtained, researched, and centered inside and outside efficiently and is basically then narrated in a narrative way. The results of the activity showed that the Giriloyo Batik Center was able to increase community income by 20%, empower women (housewives), encourage the regeneration of young batik, and strengthen business management. These findings confirm that traditional batik centers can function as a sustainable driver of the local economy while preserving cultural heritage. Thus, batik centers not only function as cultural preservationists, but also as a driver of a sustainable village economy.

Keywords: *Batik center, community service, empowerment, product diversification, village economy*

I. INTRODUCTION

The Giriloyo batik industry in Imogiri, Bantul, Yogyakarta, is one of the centers of written and stamped batik that maintains classic motifs, such as prohibition motifs consisting of huk motifs, kawung alit gurdhas, parang barong, rujak senthe, and many other motifs (Giriloyo, 2025), the midst of the rapid development of technology and the modern textile industry, the existence of traditional written batik centers still survives, even becoming a local economic driver in several regions, including in Giriloyo, Imogiri, Bantul, and Yogyakarta. The Giriloyo Batik Center is known as one of the oldest written batik centers in Yogyakarta which has developed into a center for the creative economy of the local community. A total of 640 residents there work as batik craftsmen, since 2022 this village has received twenty-four thousand guests from various foreign countries and achieved a turnover of up to one point three billion rupiah (Maulana, 2023).

The role of the Giriloyo batik center is not only limited to cultural preservation, but also has a real impact on improving community welfare through job creation, increasing family income, and developing local entrepreneurship. In the context of village development, approaches based on local potential such as batik centers are very relevant to achieve village economic independence

(Cholidah & Sirad, 2023). Because through this batik center, it can accommodate workers and reduce the number of unemployed in Wukirsari Village and be able to increase the economy of the community. In addition, batik craft businesses also have a role in preserving Indonesian culture (Cholidah & Sirad, 2023).

Therefore, it is important to examine more deeply how the role of the Giriloyo traditional written batik center in improving the economy of the village community, especially through a participatory approach in carrying out community service.

II. IMPLEMENTATION METHOD

In the implementation of this service program, it is carried out with a participatory approach. In this study, descriptive qualitative methods were used, data collection with observations, in-depth interviews with batik artisans and managers, and documentation.

This participatory approach means that fostered partners actively participate in the activities carried out (Laurent Hazard, 2025). The first activity carried out was the delivery of material on product diversification, batik motif innovation, and regeneration of batik craftsmen. The second activity is discussion and brainstorming involving artisans to identify the real challenges they face in production, marketing, and business management. In this session, artisans provide input based on their first-hand experience, as well as convey aspirations and needs that they consider urgent to develop. The third activity is technical training, where participants are directly involved in simulation activities, such as making new motives, calculating the cost of production, and managing daily financial records. The fourth activity is joint evaluation and reflection, where the results of training and practice are analyzed together by the service team and fostered partners. From this socialization activity, it is hoped that it can increase the productivity of the Giriloyo batik center.

III. RESULTS AND DISCUSSION

This service activity was held from May 19 to 22, 2025, at the Giriloyo Batik Center, Wukirsari Village, Imogiri District, Bantul Regency. Giriloyo Batik Center is a written batik village located in Wukirsari Village. This village is famous as a center for the production and development of written batik typical of the Yogyakarta palace. Almost all the people in the three hamlets, namely Giriloyo, Cengkehan, and Karang Kulon, are involved in batik making activities, inheriting skills that have existed since the 17th century (Markus Yuwono, 2023).



Figure 1. Service Location

Prior to this service program, managers and craftsmen experienced limitations in product diversification, weak financial records, and low involvement of the younger generation. Therefore, we conduct socialization to them.



Figure 2. Service Activities

Socialization activities were carried out face-to-face, followed by batik center managers, batik artisans, and community service participants. The socialization began with a presentation of material on product diversification, batik motif innovation, and regeneration of batik artisans. Understanding of product diversification related to adding new products, batik can be made scarves, shawls, hats, ties, batik cloth masks, batik bags (totebags, clutches, pouches), providing batik learning packages for children and tourists, containing: small fabrics, nights, canting, and dyes, and making educational modules "Making Batik Yourself at Home". The second presentation was about the innovation of batik motifs but did not eliminate its characteristics, namely batik motifs that combine animal and plant elements and batik motifs of man-made objects (Haerudin & Murti, 2023). And the last material is about the regeneration of batik craftsmen. What we can know is that in the Giriloyo batik center it is difficult to replace the old batik artisans or regeneration (Dewanto, 2023).



Figure 3. Interviews and Discussions

After the presentation of the materials, the participants discussed what they felt, conveyed inputs based on their first-hand experiences, and conveyed aspirations and needs that they

considered urgent to develop. The results of these observations and interviews show that managers feel more confident in managing their finances and start planning their business development.

In addition to being observed from the economy, it can also be seen from the skills and knowledge. Through this batik center in Giriloyo, the local community gains skills in the field of batik (Mayroza Wiska, Ainul Badri, 2022). This skill also does not only apply to batik artisans but also to open up opportunities for independent business. The economic impact can be seen from the increase in monthly income in 2 hours of tourist assistance wages of 30,000 thousand rupiah obtained and if calculated 1.2 million to 2 million rupiah, more stable production, and an increase in the number of housewives involved in batik activities (Islamiyati, 2023). This activity also triggers the regeneration of craftsmen by involving the younger generation in the training process. In 2025, the income in Wukirsari Village will reach IDR 9,645,177,177 billion or an average increase of 20% (ANGGARAN PENDAPATAN DAN BELANJA KALURAHAN WUKIRSARI TAHUN ANGGARAN 2025, 2025). Thus, the Giriloyo Batik Center shows that traditional crafts can integrate cultural preservation with sustainable economic growth.

Beyond economic considerations, skills and knowledge are also important. Through the Giriloyo batik center, local residents can learn the skills of batik-making. These skills are not only beneficial for batik artisans but also for creating their own businesses (Novianty, 2024).

IV. CONCLUSION

From this research at the Giriloyo Batik Center, it shows that traditional written batik centers have a strategic role in improving the village economy, especially in Wukirsari Village, Imogiri, Bantul. Through a participatory approach, this activity has succeeded in encouraging an increase in community income, women's economic empowerment, and strengthening the business management capacity of artisans. Product diversification, innovation of batik motifs without leaving local characteristics, and the involvement of the younger generation in batik training are important indicators in maintaining the sustainability of batik centers (Nurchayanti et al., 2024).

In addition, this activity also encourages the strengthening of financial management and business planning, which directly impacts improving people's welfare. Thus, strengthening the role of traditional batik centers not only maintains cultural values, but also becomes an effective and sustainable driver of the village economy.

The recommendation for future sustainability is that the Giriloyo Batik Center requires an integrated strategy. First, continuous product innovation must be carried out so that Giriloyo handwritten batik remains relevant to market dynamics without losing its traditional character. Product diversification not only expands the consumer segment, but also supports the competitiveness of the village's creative economy (Harsoyo & Puspitasari, n.d.). Second, digital marketing integration is a strategic step in increasing market visibility and penetration. The use of social media, e-commerce platforms, and content-based marketing strategies has proven effective in strengthening the position of local products in the global market. Third, strengthening partnerships with the tourism sector will open up wider collaboration opportunities, for example making Giriloyo a batik educational tourism destination. Synergy with local governments and tourism actors can increase the number of visits while increasing the potential of the culture-based creative economy. Fourth, long-term financial assistance and policy support from the government are needed to strengthen business resilience. This aspect includes access to financing, financial literacy,

and affirmative policies that support the sustainability of batik centers as a driver of the village economy.

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