

# Empowering Youth through Revitalization of Batik Giriloyo Bantul Brand Identity: A Strategy for Sustainable Cultural Heritage Preservation

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## **Abstract.**

*Batik Giriloyo is one of the cultural heritages of Bantul, Yogyakarta, which possesses high aesthetic and philosophical value and serves as a source of livelihood for the local community. However, significant challenges are faced in maintaining the sustainability of the batik industry, particularly related to the low involvement of the younger generation and the weak brand identity in the digital era. This community service program aims to empower the youth as agents of change through the revitalization of the Batik Giriloyo brand identity. The activities were carried out in Kampung Batik Giriloyo for two months, involving the artisan community, local youth, and students from various universities. The methods used included socialization, digital marketing training, creative workshops, and intensive mentoring in social media management and batik gallery management. The results of the activities show an increase in community knowledge and awareness of the importance of brand identity, as well as the growth of cross-generational collaboration that encourages design innovation and marketing strategies. The active participation of the youth and the synergy between institutions strengthen the innovation and cultural preservation ecosystem in Giriloyo. This program successfully strengthened the position of Batik Giriloyo in both local and digital markets and positioned the younger generation as the main driving force in the sustainable preservation and development of cultural heritage..*

**Keywords:** *Brand identity; Community empowerment; Cultural heritage; Digital marketing; Youth engagement.*

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## **I. INTRODUCTION**

Batik has an imperative part as a social legacy that engages communities, particularly youthful individuals, through maintainable tourism and showcasing procedures, which upgrade neighborhood personality and financial improvement (Poon, 2020). Preparing programs that center on batik abilities have been appeared to address talented labor deficiencies and increment youth intrigued, proposing that a comparative approach seem revitalize the Batik Giriloyo brand. (Dwityaningsih et al., 2022). Integrating batik into the educational curriculum further supports cultural preservation by deepening youth engagement and encouraging stronger connections with their heritage. (Gumelar, 2019), (Zubaedah, 2023), (Yogi et al., 2024).

Advancement in batik generation that's in line with consumerist standards can reinforce brand personality and pull in the more youthful era, guaranteeing the supportability of the make (Ariffin et al., 2024). These discoveries highlight the significance of collaborative endeavors among partners to protect conventional creates through youth strengthening. Consequently, revitalizing the Batik Giriloyo brand identity offers a strategic path to preserving cultural heritage while promoting economic resilience.

The significance of reinforcing brand character as a key procedure to extend the offer of traditional social items within the present day advertise has been created in past ponders. Agreeing to David Aaker (2002), brand personality could be a collection of unique and profitable brand affiliations that adhere within the minds of shoppers, which makes a difference separate items or administrations from competitors, cultivate devotion, and eventually increment brand value. Agreeing to Kotler et al. (2021), a solid brand character can make an passionate association between items and shoppers, particularly the more youthful era who tend to hunt for true values and stories behind the items they devour. Brand character as a organized framework that incorporates brand vision, brand mission, and brand values, which collectively shape shopper recognitions (Mohan & Sequeira, 2009) Reinforcing brand character is exceptionally vital for organizations since it makes strides showcase position, customer dependability, and in general execution. The brand character system has advanced altogether, giving a differing approach to understanding corporate brands, and to clarify the concept of brand personality, helping in development and brand advancement forms (Gombos, 2024). An compelling branding methodology leads to expanded brand mindfulness, companies that effectively construct a brand character can make strides organizational execution in nearby and worldwide markets (Rosário, 2023). Reliable brand character depiction is fundamental, particularly for new businesses and SMEs, because it makes a difference communicate a clear vision and rouse partners. In expansion, the improvement of vital devices for co-designing brand personality can encourage superior brand communication and representation (Elkan & Pigneur, 2018). Respatiningsih (2019) emphasized that the implementation of consistent and structured performance management will help MSMEs measure business achievements objectively, optimize resources, and increase product competitiveness in the market. This is very relevant for the Giriloyo batik community which requires a management system that is able to integrate aspects of production, marketing, and brand strengthening as a whole.

Batik is one of Indonesia's cultural heritages that not only has high artistic value, but also becomes a local identity and source of livelihood for the community. Giriloyo Batik in Bantul Regency, Yogyakarta, is widely known for its classic motifs and traditional techniques, and is an important part of the regional creative economy ecosystem. Giriloyo Batik, as one of Bantul's unique cultural heritages, has high aesthetic and philosophical value and is an important source of livelihood for the local batik community. However, the development of the Giriloyo batik market faces significant challenges, especially in building a strong and relevant brand identity among young people.

The decrease in intrigued of the more youthful era in conventional batik items postures a critical challenge to the maintainability of the batik industry and the conservation of this social legacy. Different components contribute to this slant, counting globalization, modernization, and the development of elective material items (Amalia et al., 2025), (Fibiona et al., n.d.). This issue is exacerbated by competition from mass-produced batik-patterned material items and quickly

changing utilization patterns (Azizah et al., 2024). Hence, the supportability of Batik Giriloyo as of now faces genuine challenges, particularly related to the inclusion of the more youthful era within the conservation and improvement of the batik trade.

The comes about of field perceptions and discourses with accomplices in Giriloyo Batik Town appear that the larger part of batik artisans are over 40 a long time ancient, whereas youth interest within the generation, promoting, and administration forms of batik businesses is still exceptionally restricted. The moo inclusion of the more youthful era dangers making a crevice within the recovery of artisans, in this way undermining the maintainability of information, abilities, and social values contained in batik. The contributing variables incorporate the discernment that batik is something old-fashioned and less pertinent to present day ways of life, negligible development in showcasing methodologies and brand character, and the imperfect integration of batik instruction into formal and non-formal instructive exercises in the community.

On the other hand, the financial potential of Batik Giriloyo has not been completely abused due to restricted get to to advanced showcasing and need of collaboration with the tourism segment and other inventive businesses. In truth, Giriloyo has solid social capital within the frame of an dynamic artisan community, batik displays, and expanding visitor intrigued in bona fide social encounters. The presence of community organizations and joint commerce bunches moreover opens up openings for more organized and collaborative strengthening programs.

Given this circumstance, revitalizing the brand character of Batik Giriloyo through the inclusion of the more youthful era is an imperative technique to guarantee the maintainability of social legacy whereas fortifying the competitiveness of the neighborhood economy. This community benefit program points to engage youthful individuals as operators of alter within the conservation of batik, through instructive advancement, computerized showcasing, and reinforcing cross-generational collaboration. Hence, Batik Giriloyo is anticipated to not as it were stay maintainable as a living convention, but too be able to create and adjust to the elements of the times. This program includes seriously interaction between the batik community, display directors, and the more youthful era through social media preparing, imaginative workshops, and imaginative social occasions. Dynamic community interest is key to making a sense of having a place and shared inspiration to preserve the maintainability of Batik Giriloyo. In this way, this community benefit points to plan and execute inventive methodologies to fortify brand character that can increment the association of youthful individuals whereas supporting the conservation of nearby culture.

## **II. METHODS**

This community benefit was carried out in Giriloyo Batik Town, Karangkulon Villa, Wukirsari Town, Imogiri Locale, Bantul Rule, Extraordinary Locale of Yogyakarta. The action endured for two months, beginning from May to June 2025. This area was chosen since it could be a center for hand-drawn batik generation that has incredible potential but faces challenges in reinforcing brand character and including the more youthful era.

### **Implementation Stages**

#### **1. Socialization Program**

Within the introductory organize, socialization was conducted to the Giriloyo batik artisan community and display supervisors through coordinate gatherings and bunch talks. The objective

was to present the reason of the benefit, the significance of fortifying brand personality, and recognizing community issues and needs in a participatory way. Socialization moreover included the more youthful era as potential drivers of alter.

## **2. Implementation Program and Fieldwork**

The community benefit group went specifically to the field to communicate expectation with the skilled workers and exhibition supervisors. A subjective approach was utilized to burrow more profound into the challenges confronted, such as a need of understanding of advanced showcasing and powerless brand picture among youthful individuals. Perception and in-depth interviews were the most methods for collecting essential information.

## **3. Training and Knowledge Transfer**

Based on the results of problem identification, training on social media management, creative content creation, as well as digital marketing strategies relevant to the characteristics of the product and the target market of young people was conducted. The training is designed interactive and applicative so that participants are able to directly apply the acquired knowledge. Additionally, accompaniment in the management of the gallery as a space of cultural promotion and education was provided.

## **4. Companionship and Evaluation**

Taking after the preparing, intermittent follow-ups were conducted to guarantee successful execution of the technique. Assessment was conducted through progressed interviews and perceptions to gage changes in mindsets, abilities, and engagement levels of the more youthful era in batik conservation exercises. Assessment comes about are utilized for nonstop program advancement.

### **Initial Conditions and Outcome Expectations**

Earlier to execution, the Giriloyo batik community had high-quality items however experienced challenges in building a solid brand picture that offered to the youth. The interest of the more youthful era in batik conservation is still moo, and the utilization of social media isn't however ideal. Through this program, it is anticipated to happen an increment in community mindfulness and capacity in overseeing brand personality inventively, an increment in youth engagement as specialists of social conservation, as well as a reinforcing of Batik Giriloyo's position within the neighborhood and advanced markets. The anticipated long-term affect is the supportability of the batik venture and the conservation of social legacy through synergies between convention and present day innovation.

## **III. RESULT AND DISCUSSION**

Community engagement in Village Batik Giriloyo, Bantul, involved field visits followed by lecturers and students from 35 colleges, comprising 28 colleges from Indonesia and 7 foreign colleges. This activity was a pivotal moment in strengthening the community of batik artisans while expanding academic and cultural networking among educational institutions.

### **Field Visit Activities**

Amid the visit, a group of staff and understudies locked in in coordinate interaction with batik artisans and exhibition supervisors at Giriloyo. The movement started with an initial session on the generation handle of the composed batik, counting the characteristic coloring procedures that characterize Giriloyo batik. The members moreover had the opportunity to undertake first-hand the

making of composed batik as portion of their instruction and social encounter. This approach not as it were gives specialized understanding, but moreover builds sympathy and appreciation for the community's secured social values.

Also, an open discourse was conducted between the artisan community with the scholastic group with respect to the challenges confronted, particularly in reinforcing brand character and promoting items within the computerized time. Understudies and staff given input as well as shared information related to advanced showcasing procedures, item bundling, and utilization of social media to reach a more extensive showcase.



Figure 1. Discussion on Brand Identity with the Manager of Giriloyo



Figure 2. Field Visit Activities

## Results Achieved

### 1. Raising Community Awareness and Knowledge

This community benefit action was started with coordinate interaction between a group of scholastics, understudies, and the community of Batik Giriloyo artisans. Through a arrangement of center gather discourses, workshops, and experience-sharing sessions, the artisans picked up modern experiences with respect to the significance of fortifying brand character (brand personality) as well as advancement in batik showcasing methodologies within the computerized age. The participatory handle of progressing discourse permitted artisans to recognize the challenges confronted in showcasing the item, as well as get it advertise patterns and customer inclinations of the more youthful era.

Additionally, the implementing team provided educational materials related to the utilization of digital technologies, such as social media optimization and creative content creation, which could

support the promotion of batik more widely and effectively. These activities not only enhance artisans' technical knowledge, but also build collective awareness of the importance of adapting to changing consumption patterns of society. The evaluation results showed there was an increased community understanding of the concept of brand identity and digital marketing opportunities, which was reflected in the enthusiasm of the participants in devising new promotional strategies and discussing regarding product innovations.

The seriously interaction between scholastics, understudies, and the community not as it were fortifies the collaboration organize, but too cultivates the artisans' certainty to enhance and test with showcasing approaches that are more pertinent to today's showcase needs. Hence, the program succeeded in empowering a change of community mindsets towards more versatile, imaginative, and economical administration of batik ventures, as well as situating the more youthful era as the most driving engine in nearby social legacy conservation endeavors.

## **2. Active Participation and Collaboration**

The dynamic association of the Giriloyo Batik community in each preparing session and discourse was a key pointer of the victory of this dedication program. Amid the usage, batik artisans, neighborhood young people, and understudies from different colleges eagerly taken after preparing extending from theme plan, coloring strategies, to computerized showcasing. The nearness of understudies not as it were brought new vitality, but moreover enhanced points of view and energized the trade of inventive thoughts among members. The seriously interaction between senior artisans and the more youthful era makes a collaborative air that quickens the exchange of information and aptitudes, as well as cultivates a sense of shared possession towards the maintainability of Giriloyo Batik.

This cross-generational and institutional collaboration tangibly strengthened the process of revitalizing the brand identity of Batik Giriloyo, as it encouraged the creation of design innovations, product diversification, as well as more adaptive marketing strategies to the market needs and tastes of the younger generation. Additionally, synergies between local communities, colleges, and related stakeholders strengthen the innovation and empowerment ecosystem in Giriloyo precinct. The evaluation results show that this pattern of active participation not only increases individual motivation, but also strengthens social solidarity and collective commitment in cultural heritage preservation efforts. Thus, the active participation and collaboration built during the program constitute an important foundation for the sustainability of the revitalization of Giriloyo's Batik brand identity as a relevant and competitive cultural heritage preservation strategy in the future.

## **3. Strengthening Academic and Cultural Networks**

This devotional activity succeeded in strengthening the network between the college and the Giriloyo Batik community through visits, discussions, and collaborative workshops involving faculty, students, as well as local batik artisans. The intertwined interactions open up opportunities for applied research, sustainable accompaniment, as well as product development based on local culture. The strengthening of this network also encourages students' interest in conducting research and internships at Giriloyo's Batik center, as well as bringing forth product innovations relevant to the needs of the younger generation. Additionally, collaboration with foreign colleges interested in batik further expands the promotional potential of Giriloyo's Batik in the international market. These synergies enrich community capacity and strengthen an ecosystem of innovation, research, as well as sustainable cultural promotion. This entire set of collaborations directly accelerates the

process of revitalizing the brand identity of Batik Giriloyo, both through design development, product diversification, and marketing strategies that are adaptive to global trends and the preferences of the younger generation.

Thus, the reinforcing of scholastic and social systems not as it were upgrades the competitiveness of Batik Giriloyo at the neighborhood and universal levels, but too guarantees the supportability of social legacy conservation through the strengthening of more youthful eras and feasible development. This cross-institutional and generational collaboration serves as a key establishment in keeping up the significance and presence of Giriloyo Batik as a social symbol as well as a driver engine of the inventive economy in Bantul.

#### **4. Increasing Motivation of the Younger Generation**

Students association in field exercises in Giriloyo Batik Town made a critical affect on expanding the nearby more youthful generation's intrigued and pride in batik as a social legacy. Understudies not as it were play a encouraging part in preparing, backup, and computerized advancement, but too act as genuine part models for the nearby youth in increasing in value and protecting batik. Through their dynamic support in different exercises such as batik making workshops, inventive substance improvement, as well as advanced showcasing backup, understudies are able to construct closeness and coordinate information exchange to Giriloyo youth. This participatory approach aligns with a cross-generational collaboration-based community engagement model, where students serve as a bridge between academic knowledge and local practice, while fostering a sense of shared ownership and responsibility toward batik preservation. Additionally, the presence of students among the community provides new inspiration and motivation for the youth to be more actively involved in batik preservation and development efforts, so that the sustainability of Batik Giriloyo as a cultural identity and local economic source can be maintained. Thus, student engagement became a key strategy in driving social change and strengthening the sustainability of batik preservation in Giriloyo Bantul.

The comes about demonstrate that the reinforcing of brand character through a participatory approach and the utilization of computerized advances is competent of replying the most challenges confronted by the Giriloyo Batik community. The dynamic inclusion of artisans and the more youthful era within the handle of brand revitalization makes a solid sense of ownership and inspiration to preserve the supportability of these social items. This approach is in line with the finding that the integration of social values with present day promoting techniques can increment the offer of conventional items in a competitive advertise.

Community behavior change, particularly increased social media use and youth participation, is an important indicator of successful innovation adoption. This not only extends marketing reach but also builds two-way communication that strengthens the emotional connection between the product and young consumers. This success demonstrates that a strong brand identity is not just a question of logos or packaging, but also how communities are capable of bringing to life stories and cultural values relevant to the contemporary context.

Intensive community participation over the course of the program was a key success factor. An inclusive and dialogical approach ensures that solutions developed match real needs and local characteristics. It also strengthens the community's capacity to manage the venture independently and sustainably. Overall, the program provides a new perspective that the revitalization of traditional cultural products should involve the younger generation as agents of change by fusing

local wisdom and digital technologies. This approach can be a model for the development of adaptive and sustainable culture-based creative ventures.

#### **IV. CONCLUSION**

The dedication of the community in Giriloyo Batik Village succeeded in achieving the main objectives of strengthening the brand identity and increasing the involvement of the younger generation in the preservation of batik tulas. Through an empowerment process that includes socialization, social media management training, digital marketing training, as well as gallery management accompaniment, the artisan community and youth experience significant changes in mindsets, knowledge, and skills. This is evident from increased digital marketing activity, active participation of younger generations, and more interactive gallery management.

Community-perceived positive impacts incorporate expanded mindfulness of the significance of brand character as a apparatus to fortify item situating within the showcase, expanded capacity in leveraging computerized innovations, as well as the developing soul of intergenerational collaboration. The program too succeeded in building synergies between conventional social values and present day showcasing advancements, so that Giriloyo's Batik might be more significant and engaging to the youth showcase.

Based on the comes about of dedication, it was found an strengthening show based on community dynamic support that coordinating social instruction and computerized innovations as an compelling strategy within the revitalization of social items. The demonstrate emphasizes the significance of cross-generational collaboration and the utilization of social media as a key stage in building a solid and economical brand character.

Recommendations for further community engagement include expanding training programs with a focus on more varied creative content development, strengthening digital marketing networks to national and international levels, as well as increasing the capacity of self-management of ventures by communities. Additionally, it is important to continue to encourage the active engagement of younger generations as agents of cultural preservation through approaches relevant to their lifestyles.

Thus, this dedication not only provides direct benefits in the form of capacity building and product marketing, but also generates novel findings in the form of innovative empowerment models that can be adapted for the development of other cultural products in Indonesia.

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