

Strengthening Human Resource Capacity at the Giriloyo Batik Center: Sustaining Tradition in the Creative Economy Era

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Abstract.

This article discusses a human resource capacity-building program at the Giriloyo Batik Center in Yogyakarta, aimed at preserving the sustainability of the traditional batik industry amid the challenges of digitalization and globalization. The main problems identified include the low interest of younger generations in batik-making as a profession, the limited availability of skills training, and the lack of access to digital marketing. The methods employed in this initiative involved field observations and direct interviews with batik artisans and managers. Based on the problem analysis, three core programs were developed: Batik Youth Camp, Motif Design Training, and Digital Batik Marketing. These programs aim to enhance youth interest, improve technical skills, and strengthen digital marketing capabilities among local SMEs. The initiative not only provides individual benefits through practical training but also fosters community networking and enhances the competitiveness of the local batik industry. The program design is expected to serve as a replicable model for culturally based human resource development applicable to other creative industry centers.

Keywords: *Batik industry; Capacity building; Creative economy; Digital marketing; Youth empowerment.*

I. INTRODUCTION

The creative economy is one of the sectors expected to become a new driving force of the national economy in the future (Lailatul Qodriyah et al., 2022). The creative economy is considered to play a strategic role in national economic development, as its system is believed to offer solutions to various challenges within the global economy. This is because the creative economy not only contributes to economic growth and employment absorption, but also demonstrates resilience in the face of economic instability, such as during monetary crises (Mega Sari, 2024).

The creative economy has been developed in various countries and has demonstrated positive outcomes, particularly in terms of employment generation and the improvement of household income. In addition, the creative economy sector has made a tangible contribution to Indonesia's economic development, notably through the increase of Gross Domestic Product (GDP) (Mega Sari, 2024). The creative economy itself comprises numerous sub-sectors, one of the most prominent in Indonesia being the batik industry.

Indonesia's traditional batik industry is not only a symbol of cultural pride but also plays a significant role within the creative economy sector. However, amid globalization and changing

times, this sector faces critical challenges related to human resources, particularly in terms of artisan regeneration, skill enhancement, and the integration of digital marketing technologies.

One of the most prominent issues is the lack of interest among younger generations in pursuing batik-making as a profession. According to (Zulianti & Ariyanti, 2021), several factors contribute to this disinterest in the modern era, including the limited skills and perseverance of young people to become successors of batik artisans, the rapid spread of industrialization that has marginalized small industries, and the shift of labor toward large-scale industries such as factory work. Consequently, many young individuals prefer to work in factories, as the income is perceived to be more stable and competitive compared to that from traditional batik-making. This situation has led to a significant age gap among artisans and poses a serious threat to the continuity of batik-making knowledge, which has traditionally been passed down through generations.

Several previous studies have also addressed human resource (HR) issues commonly found in industries, including the batik industry, particularly the lack of skill training aimed at enhancing HR capacity. Research by Purwati et al. (2024) revealed that human resource development training programs in the batik industry can significantly improve artisans' technical skills and creativity. Through these training initiatives, batik artisans not only acquire new knowledge related to design, dyeing, and batik-making techniques, but also demonstrate the ability to apply these innovations in their daily production practices.

Another prevalent issue is the limited access to digital marketing technologies, which can hinder marketing effectiveness. A study by Sharmistha & Sinambela (2023) emphasizes the importance of digitalization in business and innovation within batik production, especially in the context of today's rapidly evolving modern era. Digitalization in the batik industry can enhance operational efficiency, expand market reach, streamline production processes, improve customer experience, and create competitive differentiation. It also enables the industry to boost production efficiency while simultaneously broadening its market scope.

Batik holds significant potential in generating employment opportunities for the Indonesian population, prompting many small and medium enterprises (SMEs) to enhance their craftsmanship and creativity in accordance with the distinctive qualities and characteristics of each region through the production and marketing of their goods. To improve the competitiveness of SMEs in order to thrive in the digital market, it is essential to strengthen both business competencies and human resource capabilities (Nuraini et al., 2023).

The Giriloyo Batik Center, located in Wukirsari Village, Imogiri, Bantul, Yogyakarta, is one of the oldest hand-drawn batik centers that has continued to survive and develop to this day. The sustainability of this center is greatly influenced by the ability of its managers and artisans to adapt to changing times without losing their cultural identity.

In this context, community service programs need to be implemented as a means of offering solutions through initiatives that are relevant to the existing challenges. Efforts to enhance human resource capacity at the Giriloyo Batik Center can be realized through a series of programs such as structured batik-making training based on local curricula, mentoring for the regeneration of young artisans through culturally rooted creative education, as well as training in digital marketing and social media management to support broader product promotion. In addition, it is necessary to strengthen the institutional capacity of local batik SMEs to enable them to adapt to market dynamics and establish wider networks with the education sector and government institutions.

With the implementation of comprehensively designed community engagement initiatives, it is expected that batik centers will not only be able to preserve cultural heritage, but also evolve into competitive and sustainable sub-sectors within the creative economy amid the challenges of the digital era.

II. METHODS

This activity began with an observation and analysis of the challenges faced by the managers of the Giriloyo Batik industry, located in Imogiri District, Bantul Regency, Special Region of Yogyakarta, particularly in the aspect of human resources. Problem identification was carried out systematically through on-site observations at production areas, as well as direct interviews with artisans and managers as key informants.

The collected data were then compiled and presented in the form of a problem analysis table, which outlines the challenges faced by the Giriloyo Batik industry in a comprehensive manner. This was undertaken as part of an effort to ensure the sustainability of the Giriloyo Batik industry by enhancing human resource capacity through skills training and educational programs. The table was designed to systematically organize the data, making it easier to comprehend, identify, and analyze in order to address problems or inform decision-making, thereby enabling the development of programs that are well-suited to the actual conditions and needs in the field.

Table 1. Problem Analysis

| No. | Location | Problems |
|-----|---|--|
| 1. | Giriloyo Batik Center, Imogiri District, Bantul Regency, Special Region of Yogyakarta | a. Low interest among younger generations in pursuing batik-making as a profession |
| | | b. Lack of training programs to strengthen human resource skills |
| | | c. Limited access to digital marketing technologies |

Source: Observation Results at the Giriloyo Batik Center, processed, 2025

In response to the identified issues, several programs were designed and implemented to provide support, solutions, and contributions that could enhance business capacity. This initiative aims to strengthen the competitiveness of Giriloyo Batik SMEs, particularly in the aspect of human resource development as a means to ensure sustainability. It is also expected to stimulate business growth and improve the image of Giriloyo batik products as a competitive sector and a form of local cultural heritage within the creative economy era.

The following is the program design framework developed based on the analysis of the existing problems.

Table 2. Program Design

| No. | Program Name | Activities | Objectives | Outcomes |
|-----|------------------|------------------------------------|--|---|
| 1. | Batik Youth Camp | Community-based batik training for | To increase young people's interest in | An increase in the number of young participants who |

| | | | | |
|----|-------------------------|---|---|--|
| | | students, educational visits, and batik design competitions | the batik world through creative and educational approaches | understand and are interested in becoming batik artisans |
| 2. | Motif Design Training | Advanced batik technique workshops and contemporary motif design development | To strengthen artisans' technical skills and design innovation to produce more competitive products | Artisans are able to produce new products with eco-friendly dyes and innovative motifs |
| 3. | Digital Batik Marketing | Training on the use of social media, online marketplaces, product photography, and copywriting for batik SMEs | To enhance human resource capabilities in marketing products through digital platforms | Batik SMEs have active accounts on e-commerce and social media platforms and use them actively |

Source: Observation Results at the Giriloyo Batik Center, processed, 2025

III. RESULT AND DISCUSSION

The human resource capacity-building program at the Giriloyo Batik Center is expected to generate various positive outcomes in technical, managerial, and marketing strategy aspects of the SMEs involved. The implementation of this program not only provides hands-on training but also encourages the development of a sustainable learning ecosystem among batik entrepreneurs.

One of the main programs, Batik Youth Camp, has proven to be highly effective in increasing young people's interest in the world of batik. This initiative has fostered strong enthusiasm among student participants for the creative batik-making process, including design creation and dyeing techniques. The activity facilitates human resource regeneration through educational, competitive, and participatory approaches. According to (Farida & Indrawati, 2023), culturally-based community training programs can equip participants with the skills and knowledge of hand-drawn batik, which may serve as a solution to the regeneration crisis of local batik artisans.

The Motif Design Training Program also holds significant potential in enhancing the technical skills of artisans. In this program, participants are not only trained in advanced batik techniques but are also introduced to contemporary design trends and the use of environmentally friendly natural dyes. This aligns with the findings of Santoso & Kurniawati (2023), who state that product innovation-based training enables batik SMEs to create more competitive products that appeal to global markets and remain relevant to current trends.

Meanwhile, the Digital Batik Marketing training has also provided essential insights into digital marketing for SME actors. Topics such as social media account management, product photography, engaging product description writing (copywriting), and the use of online marketplaces have helped participants reach a broader market. This supports the findings of (Atina et al., 2021), who

concluded that mastering digital marketing can significantly increase SME product sales by expanding promotional market reach.

In general, the participatory approach in delivering training materials has proven to be more effective. Through this method, participants feel actively involved, are able to express their needs, and collaboratively formulate solutions with facilitators. This, in turn, fosters a collaborative environment and builds entrepreneurs' confidence to grow independently.

With training programs designed based on local needs analysis, this initiative is expected to make a direct contribution to enhancing both individual and collective capacities of batik industry stakeholders. Furthermore, the program is anticipated to strengthen networks among SMEs, communities, and educational institutions, serving as vital social capital for the development of a culturally based creative economy.





Figure 1. Activity Documentations

IV. CONCLUSION

The community service initiative carried out at the Giriloyo Batik Center is expected to provide concrete solutions to the various human resource challenges faced by batik SMEs. Through structured training programs such as Batik Youth Camp, Motif Design Training, and Digital Batik Marketing, participants demonstrated improvements in technical skills, creativity, and understanding of digital-based marketing strategies.

This context-based, participatory training approach has fostered positive changes not only at the individual level but also in strengthening the business community. The resulting capacity enhancement contributes to the sustainability of the local batik industry while addressing the challenges posed by globalization and digital transformation.

It is hoped that the success of this program can serve as a model for replication in other creative industry centers across Indonesia and promote cross-sector collaboration in developing culturally based, adaptive, and competitive SME human resources.

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This initiative would not have been possible without the collective dedication and synergy of everyone involved. It is our sincere hope that this program marks the beginning of a long-term collaboration in empowering communities and strengthening the creative economy sector based on local wisdom and cultural heritage.

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