

Creative Economic Empowerment through Batik Crafts as an Effort to Improve Community Welfare

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Abstract.

Community empowerment in batik villages is an effective strategy to improve community welfare through culture-based local economic development. This can be achieved through various efforts, including community capacity building, entrepreneurship development, digital technology utilization, and online marketing. However, the implementation of batik village community empowerment programs often faces various challenges that need to be overcome through support from various parties and continuous innovation. This research begins with an in-depth literature review on the concept of community empowerment, the creative economic potential of batik, and the factors that influence the welfare of local communities. The research methodology used involved a qualitative approach with data collection through in-depth interviews, participatory observation, and documentation studies in the batik village. The results show that community empowerment through batik development has a positive impact on increasing the community's income, skills, and social participation. The research discussion analyzed the challenges and opportunities in batik village development, and formulated a sustainable empowerment strategy. The research conclusion emphasizes the importance of collaboration between the government, academia, private sector, and the community in supporting the development of batik villages as competitive creative economic centers and contributing to the improvement of overall community welfare. This research provides practical implications for the development of policies and community empowerment programs in batik villages as well as other areas with local creative economy potential.

Keywords: *Community empowerment; Batik village; Qualitative; Welfare.*

I. INTRODUCTION

Indonesia has tremendous cultural diversity. One of Indonesia's cultural heritages is batik. Batik is a method of giving decoration to a cloth by covering certain parts with stamps (Trixie et al., 2006). Batik not only has artistic value, but there is a philosophical meaning contained in it.

As a first step in creating self-reliant communities, the basic capabilities of village communities are needed to anticipate development developments carefully and based on community empowerment without contradicting the main essence of empowerment itself, people

who have the ability, knowledge and social influence will be the main driving force in encouraging the social awareness of the village community in building the economic stability of their village community (Jamaludin, 2015). With the community empowerment through the creative economy will encourage people to be more creative, innovative, and increasingly productive. So that people are able to move to produce products that can be sold, then they are able to get income which will have an impact on improving the standard of living of the community.

The creative economy has been the focus of discussion of an organization to the international level in recent decades, highlighting the existence of a creative economy can encourage economic growth in developed and developing countries. Currently, developed countries are beginning to realize that creative human resources must be more reliable, because human thinking is the basic capital in order to be able to innovate to be able to compete or compete in a market that is getting bigger. So that in the new economic era in the 1990s began to prioritize information and creativity called the Creative Economy in which the industrial sector as a driving force called the Creative Industry.

The Special Region of Yogyakarta is known as an educational center, cultural center, and a potential major tourist area (Munawaroh, 2000). The city of Yogyakarta is one of the tourist destinations in Indonesia, both domestic and foreign tourists. The city of Yogyakarta in terms of tourism presents various types of attractions that can be visited ranging from shopping tours, nature tourism, religious tourism, and cultural tourism. Tourism is one of the sectors that encourage economic growth of a country, through increased foreign exchange earnings, business opportunities and employment opportunities, can provide benefits for the welfare of the community (Muljadi and Warman, 2004).

Tourism areas in developing and improving tourist attractions an institution or related party needs to use a way in developing it, namely by marketing, which is used to disseminate information about tourism areas, so that local and foreign tourists can find out about the existence of tourist attractions in the area.

One form of empowerment is the creative economic empowerment program through written batik as an effort to improve the standard of living of the community. One of the famous batik villages is Giriloyo Batik Village Yogyakarta, Giriloyo Yogyakarta Batik Writing Tourism Village is a cultural tourism village with the advantage of written batik which is still a descendant of the Yogyakarta Palace and is still preserved today. Batik is a handicraft art value that uses simple tools called and natural materials derived from plants (Mulyani, 2014). This hand-written batik serves as an advantage and attraction of Giriloyo Yogyakarta Hand-Written Batik Tourism Village

In Giriloyo Batik Village, community empowerment is a program launched by a group of village communities and supported by the village government. The establishment of this empowerment program is an effort that is expected to increase the ability and knowledge of the community about how to make batik properly and correctly. From the ability obtained, the community is expected to form a group of batik businesses that can provide solutions to economic problems, so as to improve the standard of living of the community.

II. METHODS

This type of research is qualitative descriptive research. The purpose of this research is to describe, explain, and validate the object/phenomenon being studied. This type of research aims to

provide a description, explanation, and validation of the object or phenomenon being researched so that it makes it easier for the author to examine how the role of Creative Economic Empowerment through Batik Tulis Crafts on the standard of living of the community through economic empowerment. This research was conducted in Giriloyo Batik Village, Wukirsari Yogyakarta on May 19, 2025.

The data used in this study are data that the authors collect in the form of primary data and secondary data. To find out how the situation related to research in the the Giriloyo Batik Village this primary data collection was carried out with interview instruments to one of the batik village staff.

III. RESULT AND DISCUSSION

A. Community Empowerment Strategy in Batik Village

Community empowerment in batik villages requires a multidimensional approach that includes skills upgrading, access to resources, institutional strengthening, and entrepreneurship development. Training in batik-making skills with modern techniques, product diversification, and innovative designs can improve the competitiveness of batik products in the global market. Access to resources, such as business capital, quality raw materials, and efficient production technology, is also crucial to increase the productivity and efficiency of batik businesses. The importance of self-reliant local communities as a self-organizing system is the focal point of community empowerment, so that individuals become not only the object but also the subject of development (Akmalia & Kusumawati, 2021). Furthermore, strengthening local institutions, such as cooperatives or joint business groups, can assist batik communities in managing businesses collectively, accessing wider markets, and obtaining support from the government and financial institutions. Community capacity building can be realized through continuous training and mentoring. In addition, entrepreneurship development among batik communities can encourage innovation, creativity and economic independence. Creative product development from batik motifs can be done on media other than cloth, such as wood, leather, or glass (Suliyati, 2020). Batik artisans can also develop creative products by combining batik with other materials, such as weaving, knitting, or embroidery.

B. Improving Community Welfare through Digitalization and Online Marketing

The utilization of digital technology and e-commerce platforms is a crucial strategy in expanding market reach and increasing sales of batik products (Nasution et al., 2023). Online marketing training, creation of attractive promotional content, and social media management can help the batik community in promoting their products effectively to a wider range of consumers (Badarudin, 2025) (Malik et al., 2022). The utilization of e-marketing is one method that companies can use to communicate, promote, and sell products and services via the internet (Hartomo & Bakal, 2021). In addition, partnerships with local and international e-commerce platforms can provide greater market access and export opportunities for batik products. Assistance in financial management, business management, and brand development is also very important to ensure the sustainability of batik businesses. The existence of business competition requires batik marketers to be smart in processing strategies to survive in the market, one of which is by studying consumer shopping motivations (Kurniasih et al., 2019). The importance of understanding this consumer behavior is to find out how consumers make

purchasing decisions, how they use the purchased products, and how they dispose of these products after use. Continuous innovation is also needed in order to always meet consumer tastes and make products more attractive.

Innovations that can be made include giving a modern touch to traditional batik motifs, using brighter and bolder colors, or creating batik products that are more functional and in accordance with current market needs (Nurcahyanti et al., 2021; Syamwil, 2018). Competition in the batik industry will be able to survive if it adds innovations to its products that prioritize benefits and care more about environmental sustainability.

C. Challenges and Solutions in Batik Village Community Empowerment

While batik village community empowerment programs offer great potential to improve welfare, their implementation often faces challenges. Limited access to technology, inadequate infrastructure, and lack of awareness of the importance of innovation and online marketing can be barriers to batik business development. In addition, competition with cheaper imported batik products and lack of protection of intellectual property rights can also threaten the sustainability of local batik businesses. To overcome these challenges, support from the government, non-governmental organizations and the private sector is needed in the form of training, mentoring, capital assistance and promotion of batik products. The importance of public socialization and consumer education on the importance of buying original products and respecting intellectual property also needs to be improved (ALI et al., 2025). Developing products with clear target consumers is also very important. By increasing the capacity of the community through continuous training and mentoring, innovation, creativity and economic independence will result (Indrarini, 2011). The government also needs to give great attention and priority to the community economy (Suliyati, 2020).

IV. CONCLUSION

Batik village community empowerment is an effective strategy to improve community welfare through culture-based local economic development. This can be achieved through various efforts, including community capacity building, entrepreneurship development, digital technology utilization, and online marketing. However, the implementation of batik village community empowerment programs often faces various challenges that need to be overcome through support from various parties and continuous innovation.

Community empowerment in batik villages is a crucial step to improve welfare through local economic development based on cultural heritage. A comprehensive strategy involves community capacity building through technical and managerial skills training, entrepreneurial spirit development with capital support and market access, and utilization of digital technology and e-commerce platforms to expand marketing reach. The success of this empowerment requires collaboration between the government, non-governmental organizations, the private sector, and local communities to overcome challenges such as limited access to technology, competition with imported products, and protection of intellectual property rights. Continuous innovation in design, production, and marketing, while maintaining the traditional values of batik, is key to ensuring business sustainability and improving the welfare of batik village communities.

The research also underscores the need for a multidisciplinary approach involving visual semiotics, textile design, and cultural studies to understand the visual transformation of batik cloth

holistically. The empowerment program should also focus on improving the quality of human resources, effective financial management, and the development of a strong marketing network to ensure the sustainability of batik businesses in the era of globalization.

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