

Research Article

Local Wisdom to Support the Development of Batik Creative Industry in Pamekasan

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ORCIDYufita Listiana: <https://orcid.org/0000-0002-8725-3689>**Abstract.**

The creative industry is a form of economic activity that can encourage development like through the absorption of labor. Pamekasan is one of the regencies that has local wisdom, namely batik tulis, because it was designated as a Batik Regency by UNESCO in 2009. Batik industry is expected to help improve the regional economy and the welfare of batik craftsmen. However, in fact, batik craftsmen in Pamekasan have not felt a significant impact. The purpose of this research is to examine the contribution of the creative batik industry to economic growth and the role of the batik industry in welfare of craftsmen. This method used a qualitative method. The data was obtained from the results of interviews with informants, namely batik craftsmen. The results of the study show that the creative industry is able to have a positive impact on improving people's welfare and reducing unemployment. This can be seen from the absorption of labor in the batik industry. Creative industries that can develop cannot be separated from local culture. Thus, local wisdom is one of the factors that supports the increase in creativity in producing certain works in the form of written batik.

Keywords: batik, creative industry, local wisdom

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1. Introduction

The creative industry is one form of idea that originated from the creative economy and has output in the form of works or products and was initially found in developed countries. The creative industry is the driving force for the creative economy (1,2). Economically, the creative industry has 2 important roles, namely contribution to gross domestic product (GDP) and employment (3). The GDP of the creative industry at current prices continues to rise, from 525.96 trillion (2010) to 922.59 trillion (2016). Another positive performance of the creative industry is the role of this sector in employment. During 2015-2016, the number of people working in the creative industry sector tended to increase from 15.96 million people in 2015 (13.90% of the national workforce) to 16.91 million people in 2016 (14.28%) (4). This proves that the creative industry can be a



source of income for a region and has a high economic value that can create welfare and employment. (5,6).

East Java is one of the provinces that has the 2nd largest creative industry contribution in all of Indonesia. The largest creative industry sub-sectors in East Java include culinary, crafts and fashion. One form of creative industry based on local wisdom is batik (7). Batik is a form of art / craft that comes from traditional heritage. Batik is designated as a creative industry masterpiece that has received international recognition (8). Batik was named one of the Intangible Heritage by UNESCO on October 2, 2009 which is known as National Batik Day (9–11). Therefore, the batik creative industry needs to be preserved so that this cultural heritage is maintained until now. In the current era of globalization, the creative industry has become something that is very much needed in efforts to increase the competitiveness of various local products against the expansion of foreign products, so that creativity and product innovation are inevitable.

East Java has 191 small and medium industrial centers spread across districts/cities. The batik industry is grouped with the embroidery, weaving and textile industries. The number of business units recorded is 5,926 with a workforce of 21,000 people. While the total production value is not less than Rp 243 billion per year (12). Batik in East Java does not have its own rules. Therefore, the variety of batik motifs in East Java looks more natural and tends to carry freer motifs. The batik industry in East Java is widely spread in the Pacitan, Sidoarjo, Tuban, Banyuwangi, Mojokerto, Ponorogo, dan Madura (12). Madura is an island that has a wealth of hereditary batik and has 4 districts including Bangkalan, Sampang, Pamekasan and Sumenep. However, based on data from the East Java Trade and Industry Office, only 3 districts have a hand-drawn batik industry. (12).

Pamekasan is one of the regencies in Madura that has superior potential in the form of hand-drawn batik. Pamekasan is the only regency on Madura Island that has been inaugurated by the Governor of East Java as the Batik Regency in 2009 (13). Batik is considered a cultural icon that has uniqueness and deep philosophy, and covers the cycle of human life. Batik motifs The batik industry in Pamekasan Regency is a small and medium-scale industry spread across Proppo, Pegantenan, Palengaan, Galis, Pademawu, and Pamekasan Districts (14). Meanwhile, the batik center in Pamekasan is in Klampar Village, Proppo District

Based on initial observations, researchers obtained information obtained from the Pamekasan Regency Industry and Trade Service (Disperindag) stating that there are

305 small and medium industries that can absorb 773 workers. The existence of this batik industry is expected to help improve the regional economy and improve the welfare of batik craftsmen. However, in fact, batik craftsmen in Pamekasan have not felt a significant impact. This means that although batik is widely known, it does not provide fundamental benefits to craftsmen. Profit is a very important thing in a business (15).

Therefore, there needs to be intervention from the government, namely the relevant agencies in Pamekasan Regency so that the creative industry can develop globally. The development of this creative industry is expected to improve the economy, especially batik craftsmen, sustainably. This study was conducted to determine the extent of the role of the creative batik industry in the economy and how local batik wisdom maintains its creative industry in Pamekasan Regency.

2. Methods

This research was conducted in the form of interviews with the Department of Industry and Trade and batik industry craftsmen. In addition, the analysis used was descriptive-qualitative analysis. The purpose of this study was to determine the role of the creative industry of written batik and the economic growth of Pamekasan, then the contribution of the creative industry of batik to the welfare of the community, especially written batik craftsmen and local wisdom in supporting the development of the creative industry of batik in Pamekasan Regency.

This study uses qualitative research. Qualitative research is a study that seeks meaning about a phenomenon, event or human life by being directly or indirectly involved. The focus of qualitative research is the research method used on natural objects and the researcher is the key instrument. Data collection techniques are carried out by triangulation, and data analysis is inductive and the results of qualitative research emphasize meaning more than generalization.

The types of data used in this study are secondary and primary data. Secondary data are obtained from data on the number of batik creative industries published by the Department of Industry and Trade and related agencies. Research informants consist of main informants and supporting informants. While primary data are obtained from interviews with informants. The main informants in this study are batik creative industry actors. Supporting informants come from the Department of Industry and Trade.

The data collection method used was interviews with primary informants and supporting informants. In addition to interviews, researchers also used direct observation methods by conducting direct reviews of the target objects. The next data collection method, namely documentation, was carried out to collect secondary data from various sources.

Informants are subjects who understand the information of the research object as actors or other people who understand the research object. The behavior of informants observed in the research becomes written data in this research. Informant criteria are used to obtain sources of information that can provide answers or data related to the problem being researched. The informant criteria in this research are as follows:

1. The related agency is a person or institution that knows the problems related to the condition of the creative batik industry in Pamekasan Regency, namely the Pamekasan Regency Industry.
2. Batik industry players are people who are directly involved and have an important role in batik industry activities.

The information obtained by researchers from informants during the research process is not necessarily all appropriate. Therefore, statements, information and actions expressed by informants need to be measured through the truth of the data. Such a process is very necessary so that the information obtained has a degree of accuracy and level of trust so that the results of the study can be accounted for its truth. The data validity test uses a triangulation approach, namely an examination technique that uses data that utilizes something from outside the data, this aims to check or as a comparison to previously obtained data.

3. Result and Discussions

The industrial sector is believed to be a sector that can lead other sectors in an economy towards progress. The industrial sector has an important role because the development of the industrial sector is increasing, having a big impact on development through job creation (1,16). Lately, the industrial sector is often associated with the creative economy, because this sector is considered capable of creating jobs. The creative economy not only creates a world of work but also uses a combination of two things, namely creativity and information. This concept is something new in the field of economics because it

requires its own challenges, namely that society is asked to optimize information and creativity through the knowledge they have.

The development of the creative industry in society will be able to roll out the community's economy, seen from the perspective of the national economic strength that emerges and grows in the midst of society and at the time of the resilience of the creative economy during the pandemic. (17). Creative economy cannot be seen in economic context alone, but also from cultural dimension. Therefore, cultural strategy is very important in determining the direction of creative economy development. In reality, industries that meet the criteria of superior products above are Small and Medium Industries (IKM). This industry has succeeded in producing creative products using local raw materials and appropriate technology. The uniqueness of the product is a regional advantage called competitive advantage (Competitive Strategic) (18).

3.1. Creative Industry and Society Welfare

One form of creative economy owned by Pamekasan Regency is Batik. Batik is one of the regional icons because it was named Batik Regency by UNESCO in 2009. There are quite a lot of batik craftsmen in Pamekasan, this can be seen from the high interest of the batik industry registered in Online Single Submission (OSS). OSS is an electronically integrated business licensing system managed and organized by the Ministry of Investment. In the ever-growing digital era, governments and businesses around the world are increasingly aware of the importance of digital transformation in the business licensing process. Batik craftsmen in Pamekasan who have registered for OSS in the last 4 years have fluctuated, namely a total of 306 batik industry players. This can be seen in Figure 1.

Figure 1 shows an increasing trend of batik craftsmen registering their businesses with OSS from 2020 to 2022. This increase shows a sharp increase in data from initially in 2020 only 2 batik industries were registered and increased to 158 batik industries in 2022. This increase shows the enthusiasm of batik craftsmen for their businesses to be officially registered both locally and nationally. However, in 2023 there was a decrease in craftsmen registered with OSS by 85 batik industries. There are several reasons that are obstacles to the decrease in the number of registrants in OSS, namely the lack of information related to OSS among batik craftsmen, as well as the importance of industry players registering their businesses through OSS.

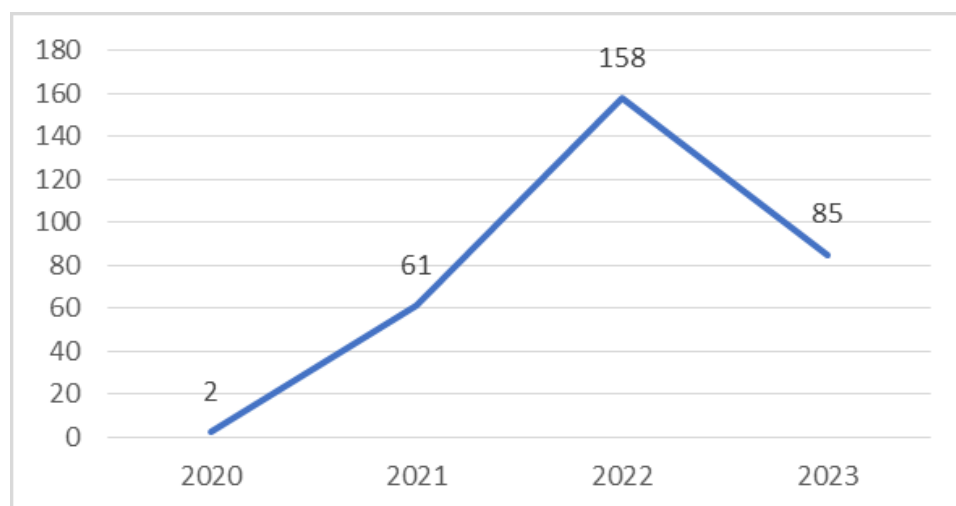


Figure 1: Number of batik craftsman registered with OSS in 2020-2023.

The batik industry registered with OSS has several advantages, including easier access to digital technology-based permits. Registration of the industry with the licensing agency is one form of creative industry development. Creative industry development is an effort made by the government, local governments, the business world, and the community to empower small businesses through the provision of facilities, guidance, mentoring, and strengthening assistance to grow and improve capabilities and competitiveness. The creative industry business development policy is carried out in the form of empowerment, business growth, financing and development, financing and provision of funds, as well as guarantees and partnerships, so that community economic efforts are able to grow and be independent. The distribution of the batik industry in various villages in Pamekasan Regency can be seen in Table 1.

Table 1 shows that the distribution of the largest batik industry registered in OSS is Candi Burung, followed by Toket Village and Klampar Village. The three villages are located in one sub-district, namely Proppo District. This shows that it is true that there is a batik center located in one of the villages in Proppo District. Batik craftsmen have tried to register their business permits so that they are legally official.

3.2. Local Wisdom to Support Creative Industry

Local wisdom comes from two words, namely wisdom and local. In general, local wisdom can be understood as local ideas that are wise, full of wisdom, have good values that are embedded and followed by members of the community (19,20). Local wisdom is formed as the superiority of the local community's culture or geographical conditions

TABLE 1: Distribution of Batik in Pamekasan.

Subdistrict	Village	Amount of Batik Industry
Tlanakan	Branta Pesisir	3
	Ceguk	1
Proppo	Klampar	29
	Toket	32
	Candi Burung	64
	Rangperang Daya	3
	Proppo	1
Pegantenan	Pegantenan	15
	Tlagah	1
Pamekasan	Kangenan	2
	Teja Barat	3
	Gladak Anyar	4
	Nyalabu Laok	4
	Kowel	14
	Parteker	1
	Jungcang-cang	2
	Bettet	1
	Bugih	6
	Kolpajung	2
	Barurambat Kota	1
	Toronan	4

Source: Department of Industry and Trade Pamekasan, 2024

in a broad sense. Local wisdom is a product of past culture that should be continuously used as a guide to life (21).

Creative industries cannot be seen in the context of economics alone, but also in the cultural dimension (22). Creative ideas that emerge are cultural products. Therefore, cultural strategies greatly determine the direction of creative economic development. Developing creative industries based on culture and local wisdom is an alternative solution to stimulate the development of creative industries to be independent and able to develop businesses, especially in the regions. In general, each region has product potential that can be raised and developed. The uniqueness or distinctiveness of local products is what must be the core, then added with elements of creativity with a touch of technology.

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Batik in Pamekasan is a tradition passed down from previous generations (23). The development of the batik industry aims to maintain the quality of cultural wealth in the form of batik skills as local wisdom of the Madurese community, especially in Pamekasan Regency. Preservation of Madurese Batik is not only as one of the cultural heritages but also as a branding power for the quality of regional cultural sites.

The heritage of batik has begun to be developed by the Pamekasan community, especially in Klampar Village, where this activity is used as the main job. The change in people's jobs to become batik makers shows that interest in batik is increasing so that the batik industry is growing. The development of the batik industry has been able to provide jobs so that it can increase the income of the surrounding community. Apart from that, Pamekasan has a distinctive batik motif, namely red, which means it is derived from Madura.

4. Conclutions

The conclusion of this study is that the creative economy is something that cannot be separated from the creative industry. Because the industrial sector is believed to be a sector that can lead other sectors in an economy towards progress. The development of the creative industry in society will be able to improve the economy of the community, because in fact the strength of the national economy arises and grows from the community itself. The creative industry is able to provide a positive impact on improving the welfare of the community.

In addition, cultural factors are also very important because batik is a creative economy that is passed down from previous generations. This also reflects that the

Pamekasan batik culture is still famous in various regions. Pamekasan batik motifs have a distinctive red color, which means it is a characteristic of the Madurese people.

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