



# *The Kampoeng Batara Batik MSME : An Effort to Increase Revenue Through Archipelago Batik Motif Design*

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**Abstract**—The Kampoeng Batara Batik MSME was established in 2022 through the Matching Fund program, expanding from its previous focus on bamboo products. In response to market demands, the MSME introduced innovative products combining bamboo handicrafts with batik, including bags, lampshades, songkok, and various souvenirs. However, a challenge arose due to the limited availability of batik cloth within Papring, necessitating the import of batik from outside craftsmen. To address this issue, Papring MSMEs introduced "Batik Papring" products featuring distinctive Papring motifs such as woven bamboo, bamboo leaves, and bamboo stems. Batik Papring became not only a complementary component to bamboo products but also a successful standalone product, boosting Kampoeng Batara MSMEs' sales. Ongoing innovations focus on preserving Indonesian culture through archipelago batik motifs, incorporating designs inspired by traditional children's games and cultural elements like the gandrung dance and barong. These innovations extend beyond motif design and encompass new techniques and coloring processes. Achieving optimal results carried out continuous training and expert guidance to maintain the cultural integrity of these distinctive batik products.

**Keywords**—Batik, Batik Papring, Batik Motifs of the Archipelago, MSMEs

## I. INTRODUCTION

MSMEs as one of the supporting factors for regional development that is indigenous in nature have roots in the local economic structure [1]. MSMEs have several advantages, so it is very important to develop them to achieve regional economic growth. The advantages include: being able to accommodate labor that is not accommodated in large industries; having a strong influence on the further growth of MSMEs; and being flexible so that it is easy to come up with innovations; Simple SME management makes it easy to adapt to changes in markets, products, and the business environment; The technology used is also simple, making it easy to make adjustments [2]. In addition, the contribution of MSMEs to local/regional development is their ability to explore regional potential and determine the pattern of economic development. Thus, these various advantages make MSMEs increasingly necessary for regional development.

Based on the perspective of local economic development, MSME activities can play a role in the regional economy through 4 stages, namely the first stage of the emergence of entrepreneurship and MSME activities which marks the beginning of the regional economy in competitive sectors in a region. The second stage is the growth and development of MSMEs outside the region. This expansion is in the form of exports of products based on regional advantages and local investment outside the region. The third stage is the formation of a local control structure over the production activities of competitive sectors that have a role in local economic activities. In the fourth stage, the development of regionally controlled economic sectors can create a balanced economic structure [3].

The role in regional development is more emphasized on the advantages of human resources and institutions than on the aspects of capital and infrastructure. Increased MSME activities concentrated in the region will stimulate regional growth. The concentration of activities in an area has a significant impact on regional growth through the creation of local activity networks. The ability of MSMEs to absorb labor is very important in regional development in this case, with a large enough number of workers because the existence of MSMEs can be an alternative income for the population. In addition, the characteristics of MSME activities that have a strong relationship with local economic potential formed through the supply side and demand side allow a meaningful role for regional development. The role of MSMEs in regional development can occur through the process of strengthening local potential and regional growth through the formation of clusterization [3].

Batik is one of the many works of cultural heritage that distinguish the Indonesian state overseas [4], [5]. Batik has evolved and produced several forms and designs that are particular to each place [6]. In recent years there has been a significant increase in research into batik, including Lumajang Batik [6], Jepara Batik [7], Solo Batik [8], [9], Banyuwangi Batik [10], [11], and other common batik.

The Kampoeng Batara Batik MSME was only initiated in 2022 through the Matching Fund program and is located in the Papring neighborhood, Kalipuro Village, Kalipuro

District, Banyuwangi Regency. Kampoeng Batara previously had MSMEs managed by residents and produced products in the form of woven bamboo [12], [13]. In line with market demand, it is necessary to innovate in the form of a combination product of bamboo handicrafts with batik in the form of bags, lampshades, baskets, songkok, and other souvenirs [14]. However, the development of this innovation is constrained by the availability of batik cloth because Papring MSMEs still need batik from craftsmen outside Papring. So, to answer this problem, Papring MSMEs developed another line of business in the form of "Batik Papring" products [15].

Batik Papring is a batik with a typical Papring (pring) motif design, which is a motif of woven bamboo, bamboo leaves, or bamboo stems. Batik Papring is ultimately not only used for combinations with woven products but also as a superior product whose sales results have increased the turnover of Kampoeng Batara MSMEs. The following Figure 1 shows a graph of profit growth for 3 years, namely 2020 before innovation, 2021, and 2022 after the innovation of MSME products through the Matching Fund program.

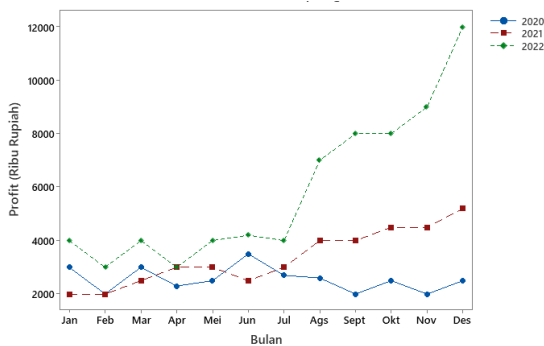


Fig. 1. Profit Growth Chart for 3 Years of Observation

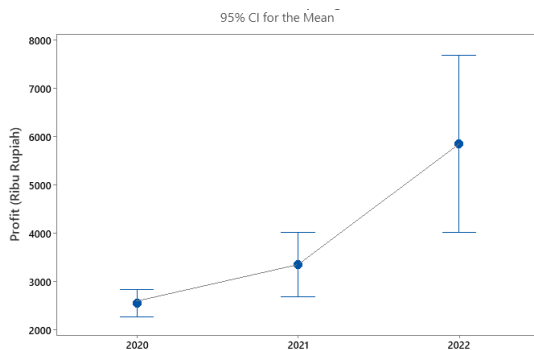


Fig. 2. Average Profit Growth for 3 Years of Observation

Based on Figure 1 above, it can be seen every year the average profit value in each month in 2022 (Rp. 5,850,000) has a high value compared to 2020 (Rp. 2,550,000) and 2021 (Rp. 3,350,000), there was even a significant increase in the value of profit in August until the end of 2022. This is because in 2022 there were sales of papring batik which in the previous 2 years this product did not exist. It can also be seen in Figure 2 that in 2022 the average profit value increased significantly due to the results of the sale of papring batik. average profit value increases significantly due to the results of the sale of sales, namely an increase in 2021 by 24% and in 2023 by 43%.

Currently, innovations continue to be made, one of which is an effort to preserve the culture that is poured into the design of the archipelago batik motif. The design of archipelago batik motifs includes the design of traditional children's games such as kites, spinning tops, engraving and others. While batik motifs are in the form of cultural designs such as gandrung dance, barong and other archipelago cultures. Innovations are made not only in the design of motifs but also in the technique or process of making batik and coloring. Thus, this local wisdom and cultural events can reflect the creativity of the community and can provide economic value to the community [16].

## II. METHODS

The implementation stage of activities in the form of products downstream in this program as an effort to optimize the creative industry will be carried out through innovations offered in the form of activity designs, among others:

- Training and assistance in making written batik.
- Training and assistance in natural coloring.
- Training and assistance in making archipelago batik motif designs.
- Training and mentoring on the combination of bamboo and batik crafts.
- Community empowerment assistance through MSMEs.

Training activities carried out can improve the welfare of business actors [17].

## III. RESULT AND DISCUSSION

### A. Result

Taking into account the milestones in the development of the program, what will be achieved includes downstream products in the form of optimization and innovation in:

- Batik Papring with the design of archipelago motifs and children's games.
- Batik Papring with natural coloring.
- Written Batik Papring.
- Bamboo craft and papring batik innovation.
- Community empowerment assistance system through MSMEs.

Product innovation is very important in the business world. Innovation can change things for the better and can impress consumers with products that are interesting and not monotonous, especially new products that can be considered unique. Batik motifs in banyuwangi have a special characteristic "elephant shaky" motif, some motifs also use broken coffee. These motifs can be found in almost every typical Banyuwangi batik.

In the design of papring batik motifs, which originally only used bamboo motif designs, archipelago motif designs and children's games were developed. The following are examples of archipelago batik motif designs that will be used in the development of batik motif design innovations:



Fig. 3. Egrang Motif Design

The batik motif in Figure 3 is a batik motif with the design of the children's game "Egrang". Egrang is a traditional game that uses bamboo sticks. This game tool is made of a pair of whole bamboo that is 2 meters long with a diameter of 10 cm and a bamboo that is 30 cm long with a diameter of 5 cm. Previously, the larger bamboo had a hole along the diameter of the smaller bamboo. The hole serves to connect the small bamboo to the large bamboo and hook it using a rope.

This game does not require a large place (field). There are two types of dhar-dhar games, namely running using dhar-dhar and dhar-dhar strength competition. In the dhar-dhar running game, players stand on their respective dhar-dhar in front of the starting line as a sign that the game is ready to begin. Players can run after being given a signal from another friend who has not or does not participate in the match. The player who reaches the finish line first is declared the winner. There are several types of Egrang games at Kampoeng Batara. The first is Egrang Bambu Jalan Lambat, Egrang Pecut and Egrang Tari.

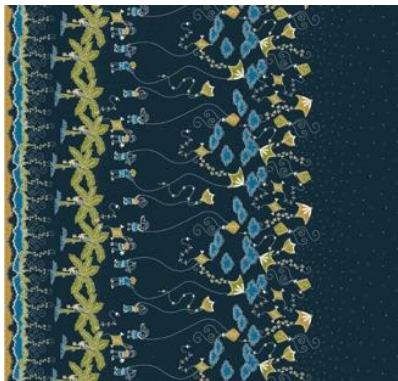


Fig. 4. Kite Motif Design

The batik motif in Figure 4 is a batik motif with the design of the children's game "kite". Kite is a children's game using bamboo slats that are routed and form a certain configuration, then covered using cloth or paper. The way to play it is stretched using threads in the free air and will be flown by the wind. This game is sometimes only flown with a variety of various configurations, noble from the shape of an animal with a long tail, funny shapes, or other configurations that prioritize beauty or uniqueness. But sometimes the game is also pitted in a way, the opponent who loses the thread will be cut off and the kite can no longer be controlled.

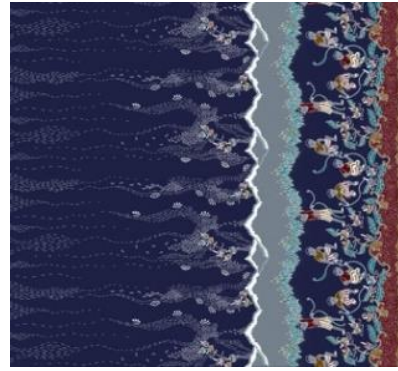


Fig. 5. Design of the Jump Rope Motif

The batik motif in Figure 5 is a batik motif with the design of the children's game "jump rope". Jumping rope is a game that uses a rubber rope. The way to play can still be done individually or in groups. If only playing alone, the child will usually tie the rope to a pole, tree trunk or whatever is possible, then jump on it. Solitary play can also be done by skipping, which is holding both ends of the rope then swinging it over the head and legs while jumping. Jumping rope games will physically make children stronger and more agile. Not to mention the emotional, intellectual and social benefits that will develop in the child. Group games are done with a few friends, 2 people will hold the end of the rubber and the others will jump over. This is done alternately.

#### B. Discussion

Product innovation not only provides benefits to the goods produced but also provides benefits to the business unit that produces it.

##### 1. Product Innovation in Attracting Consumers

If the product is liked by many consumers, the product will always be awaited to be produced new and interested consumers so that the product will sell better in the market. That way if the product is increasingly favored and increases in number, the consumer will be wider. It could be that the product is spread in several regions and even to various countries. The more interesting the innovation of a product, the more it will attract consumers.

##### 2. Product Innovation to Increase Revenue

With new product innovations, many consumers buy and the product will sell well in the market. That way revenue will increase and get a big profit. The right new product innovation will attract existing consumers. The more who are interested, of course, the more income for the company which is more profitable.

#### IV. CONCLUSION

Innovation in Batik Papring as a superior product whose sales results have increased the turnover of Kampoeng Batara MSMEs. One of these innovations is an effort to preserve culture as outlined in the design of archipelago batik motifs. The design of archipelago batik motifs includes the design of traditional children's games such as kites, tops, egrang and others. While batik motifs are in the form of cultural designs such as gandrung dance, barong and other archipelago cultures. The innovation is not only in the design of the motif but also in the technique or process of making batik and coloring. To achieve maximum results, it is necessary to

conduct continuous training and intensive assistance with competent experts.

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