

Human Resources Empowerment for Batik Artisans at the Giriloyo Batik Association, Wukirsari Village, Bantul through HR management training

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Abstract.

The Giriloyo Batik Association, which is located in Wukirsari village, Bantul, has encountered obstacles in facing major challenges in terms of human resource management (HR) which is still informal, including in managing human resource management (HR). The lack of productive age in the MSMEs of the Giriloyo Batik Association causes limitations in innovation in terms of flexible work management, so it is necessary to hold HR management training so that these batik MSMEs can be passed on by the younger generation. The purpose of this HR management training is to improve craftsmen in organizing organizational structures more efficiently, as well as encouraging the involvement of the younger generation in the preservation of batik culture. This service uses field observation methods and direct interviews. This approach was chosen because it is to understand in depth the phenomenon of HR management training and batik product development at the Giriloyo Batik Association without manipulating variables. It is hoped that this service activity can be a good example in empowering sustainable culture-based MSMEs, while preserving the heritage of Indonesian batik for the next generation.

Keywords; Batik; Management; Preservation; Empowerment; MSMEs

I. INTRODUCTION

This service was carried out in the Giriloyo written batik industry, this written batik industry is located in Wukirsari Village, Imogiri District, Bantul Regency. The batik industry is centered in the hamlets of Cengkehan, Giriloyo and Karangkulon. These three hamlets are a characteristic of batik villages with the existence of batik production. Batik is the hallmark and pride of the Indonesian nation. As a form of pride, batik is made as one of the official clothes in Indonesia. Batik is an Indonesian culture that has been recognized as a world heritage by UNESCO (Wulansari, Ranihusna, & Maftukhah, 2020). Indonesian batik has a variety of different motifs in each region. Not only are the motifs different, each batik motif also has its own philosophy and meaning (Trixie et al., 2006).

Batik artisan centers are widely spread across Yogyakarta, especially in the districts of Bantul, Sleman, Kulonprogo, Gunung Kidul and Yogyakarta, where the number of batik MSMEs is around 8,000 business units (Suhairi, Harahap, Putra, & Ramadhani, 2023). The Special Region of Yogyakarta is a special area not only in terms of culture but also in terms of the economic activities of its people. This area is one of the centers of Indonesia's creative industry. The creative batik industry in Yogyakarta is not just about creating textile products (Azqia, Wandira, Prastari, & Kusumawati, 2024). Batik Paguyuban Batik Tulis Giriloyo was officially formed in 2008, initiated by several senior batik makers in the village. The main

purpose of the formation of this association is to organize the batik makers in Giriloyo, strengthen the bond between them, and improve welfare through the development of the batik business. With the existence of the association, batik makers in Giriloyo get access to various trainings and mentoring to improve the quality of their batik (Zaini et al., 2023).

Batik is produced by many home industries which are categorized as Micro, Small and Medium Enterprises (MSMEs) (Fujianti, Lysandra, Astuti, & Kristina Natalia, 2022) . According to law number 20 of 2008, small and medium enterprises or commonly referred to as MSMEs are productive businesses carried out by individuals or individual business entities that meet the criteria as stipulated in the Law of the Republic of Indonesia (Rona Tumiur Mauli Caroline1*, 2024). Micro, Small, and Medium Enterprises (MSMEs) have become the backbone of Indonesia's economy. History proves that when there was a monetary crisis in 1997, many large businesses collapsed due to the crisis, but MSMEs still existed and supported the continuation of the Indonesian economy (Noviyani, 2023). According to the Head of the Central Java Provincial Cooperatives and MSMEs Office, in Central Java itself, MSMEs will maximize the role of the digital market in 2023 so that they can keep up with technological developments by utilizing MSMEs to increase people's income (Aliyah, 2022).

The Giriloyo Batik Association, which is located in the village of Wukirsari, Bantul, despite having many traditions, faces great challenges in terms of human resource management (HR) which is still informal. Among them are in managing human resource management (HR) such as the absence of a structural organizational system and the lack of long-term planning such as looking for the next generation for Giriloyo batik. Most of the artisans in the Giriloyo Batik Association are mostly elderly because their young people are still very few members of the Giriloyo Batik Association. The lack of productive age in the MSMEs of the Giriloyo Batik Association has caused limitations in innovation in terms of flexible work management, adaptation to current technology for the marketing of the batik products made, and production speed to meet increasingly high market needs. This lack of HR management training makes these MSMEs less ready to compete in the era of fast-paced and flexible markets. Based on these problems, I provide the necessary solution to hold HR management training so that these batik MSMEs can be passed on by the younger generation. This program was created to provide artisans with knowledge and practical skills in taking care of their human resources. The purpose of this HR management training is to improve craftsmen in organizing organizational structures more efficiently, as well as encouraging the involvement of the younger generation in the preservation of batik culture.

II. METHOD

In the service precisely at the Giriloyo Batik Association, which was held on May 20, 2025, field observation and direct interviews were used. The Observation Method is a data collection technique that is carried out through an observation, accompanied by recording the state or behavior of the target object (Hasibuan, Azmi, Arjuna, & Rahayu, 2023).

This approach was chosen because it aims to deeply understand the phenomenon of HR management training and batik product development in the Giriloyo Batik Association without variable manipulation. Data collection techniques are carried out through field observation and in-depth interviews, and documentation. Observations were used to observe conditions before and during the implementation of the program, while interviews were conducted with craftsmen, community administrators, and facilitators to gain an in-depth perception of the expected changes.

This activity includes the preparation stage, the implementation of training, and post-activity evaluation. The initial conditions before the implementation of the program showed that the quality

of batik products was still limited, the lack of innovation, and the low skill level of the participants. The expected results of this activity are increasing human resource competence, preserving creative and innovative batik culture, and increasing sustainable business productivity. Thus, this program is expected to have a positive impact on the welfare of the community and the sustainability of MSME businesses in the community.

III. RESULTS AND DISCUSSION

The central issue faced by the Giriloyo Batik Community is the labor management system (HR) that has not been well structured. The indications are the absence of a clear work structure, limited organizational documentation, and little preparation for the successor of the batik. Currently, the majority of active artisans are the older generation, who are still working because young people are less interested in continuing their footprint as batik makers. If at the Giriloyo Batik Association there is a training on how to manage in HR management and marketing can increase batik sales at the Giriloyo Batik Association. If the training is carried out openly to invite young people to take part in this training, so that the Giriloyo Batik Association has a successor so that the batik culture will not stop if every year it can invite young people to join as batik craftsmen in the Giriloyo Batik Association.



Figure 1. Craftsmen in the Giriloyo Batik Association

Age is also an obstacle. As a solution to overcome the problem of human resources that have not been organized in the Giriloyo Batik Association, basic management training for craftsmen was held. This activity began with observations and questions and answers with several craftsmen and community administrators to understand the real conditions, such as untidy working methods, the absence of a task division system, and the lack of young batik. The process of implementing HR Management Training empowerment activities began with an introduction to the Giriloyo Batik Association and the history of the formation of this batik village. The training participants received a direct explanation from the resource person about the history of the establishment of the Giriloyo Batik Association, and emphasized the importance of the role of the association in preserving batik traditions and culture. This session aims to foster mutual awareness about the identity and goals of the association as the foundation of effective human resource management.



Figure 2. Q&A session

Then, the training was opened with an explanation of the basic management concept, namely how to manage resources (people, time, and tools) so that business goals are achieved more planned. The material is presented in simple language to be easily digested by the participants, most of whom are elderly. The next step includes creating a simple business plan, where participants are invited to design activities, from determining production targets to dividing roles in small teams. In order to increase participation and understanding, a small group discussion method is used, so that participants can share experiences and challenges when running their own batik business.



Figure 3. Small Group Discussions

This training lasts for 1–2 hours each meeting, once a week. The assessment was conducted in a casual manner through open discussions and questions and answers at the end of the meeting, where participants were asked to present the results of their management design in a concise manner. With this training, it is hoped that craftsmen understand the basics of batik business management, so that they can improve work efficiency, be confident in maintaining their business, and pave the way for the younger generation in the future.

IV. CONCLUSION

Community service is carried out through the *International Community Service (ICS) 2025* program at the Giriloyo Batik Association, located in Wukirsari Village, Bantul. We highlight the problem of human resource management (HR) that has not been well structured. The majority of artisans are old and the lack of young people who are interested can endanger the existence and competitiveness of Giriloyo batik. Therefore, this program aims to improve the ability of craftsmen through training and development of more systematic human resource management. The method used in this service is using field observation and direct interviews. HR management training is provided so that the organizational structure in the Giriloyo Batik Association can be neatly organized. This program emphasizes the importance of improving the ability and management of professional human resources for craftsmen in the face of fierce competition in the world. It is hoped that this activity can be a good example in empowering sustainable culture-based MSMEs, while preserving the heritage of Indonesian batik for the next generation.

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benefits to the community and the preservation of local culture. So that we can pass on this very beautiful Indonesian culture to our children and grandchildren later.

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