

Training of Product Innovation and Human Resource Development to Improve Productivity in UMKM Batik Giriloyo Kabupaten Bantul, Yogyakarta

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Abstract.

The community service program aimed to increase the competitiveness of UMKM Batik Giriloyo which located in Kabupaten Bantul, Yogyakarta, through innovative training and human development. The activity emerged as the response of the challenges in the low product competitiveness and the limitation of the management faced by the business actors. By qualitative approach, in-depth interview, observation, dan documentation are used to design a training which provide applicative understanding related to innovative batik design, business management, and digital marketing. The result of the activity indicates a significant improvement in creative design, production efficiency, and also managerial skill for participants. More than 80% of the participants create new design successfully by positive feedback from internal market testing. The participative approach proven that it is effectively to match training material as local needs, so it supports the business sustainability and cultural-based economic empowerment. This program provide substantial contribution in strengthening the position of UMKM Batik Giriloyo as part of competitive local creative economy ecosystem.

Keyword : UMKM; Batik Giriloyo; product innovation; human resources development; productivity

I. INTRODUCTION

UMKM Batik Giriloyo located in Desa Wukirsari, Kecamatan Imogiri, Kabupaten Bantul, Yogyakarta, is a central of traditional Batik Tulis production which has important meaning in cultural and historical aspects. Its existance not only as the symbol of local cultural preservation, but also has great potential to move the economy of society around. However, the business actors in the area still have some challenges, especialy related to the product innovation and the low capacity in human resources skill. This situation is affected by the low productivity, low of competitiveness in broader market, and also the dificulties to respond the changing trends and the advancement of technology in creative industry sector.

One of the main problem faced by the business actors is that the technology implementation has not optimized yet in production process and marketing strategy. Besides, many of business actors that has not enough managerial capability, neither in planning, financial management, product diversification, nor business network development. The limitation of human resources has direct impact in the efectivity of business operation which at the end hinders the development and sustainability of UMKM. Thus, there is a need in capacity improvement through structured, practical, and sustainable training program to drive the shift into more adaptive and innovative business.

As a respond of the problem, this community service program is designed as a strategic steps offering relevance solution through product innovation and human resource competency development training. The training activity will be directed to technical skill and managerial improvement of the UMKM actors, including innovative batik design development, precise financial planning, and also digital media utilization for marketing. With participative method, it is expected that the business actors able to actively participates so that the learning material can be implemented directly into their business activity. The final target is to improve the productivity and sustainability of UMKM Batik Giriloyo as integral component in fostering a culturally grounded creative economy.

II. METHOD

The implementation of activity began with the initial survey and the analysis of various challenges faced by Batik Giriloyo crafters which located in Kabupaten Bantul, Daerah Istimewa Yogyakarta in the effort of product innovation and human resources quality improvement. The data collected through in-depth interview technique towards business actors of Batik Giriloyo, public figures, batik crafters, and also parties that involved in the development of digital-based batik and fashion. The collected data then evaluated and arranged in the form of problem analysis table, which reflects overall main problem faced bu Batik Giriloyo crafters in the effort to increase productivity through innovation product and human resources development training. The arrangement of the table aimed to provide basic objective and measured in designing intervention program that suits the needs and the situations at field.

Table 1. Problem Analysis

No	Location	Identified Problems
1.	Batik Giriloyo Community, Bantul Regency, Yogyakarta	1. Lack of product innovation aligned with market trends
		2. Limited competency-based HR training

Source : Processed Data, 2025

As the respond for identified challenges faced by UMKM Batik Giriloyo in Kabupaten Bantul, Yogyakarta, various working program has strategically arranged has been implemented to provide meaningful support, solution, and contribution to improve business capacity. These initiatives aimed to strengthen UMKM Batik Giriloyo competitiveness, especially in product innovation aspect and the development of human resources, especially to increase efficiency. These efforts are expected to drive business development that sustain and increasing the fame of Batik Giriloyo as competitive representation of local cultural heritage in global level.

Table 2. Program Deisgn

No	Program Name	Activities	Objective	Date of Implementation	Expected Output
1.	Batik Product Innovation Training	Workshop on contemporary motif design and natural dyeing techniques	To enhance creativity and product competitiveness	May 20, 2025	Article published in the Community Empowerment Journal, activity video published on YouTube,
2.	Human Resource	Training in business	To develop human resource capacity for		

	Competency Development	management, teamwork, and personal branding	professional business management		and copyright (HaKI) for the video
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Source : Processed Data, 2025

III. RESULT AND DISCUSSION

The implementation of Product Innovation and Human Resources Development to Improve the Productivity of UMKM Batik Giriloyo training obtained various findings which related to initial problem and shows positive improvement in targeted partners. This information is obtained through direct observation, in-depth interview with the UMKM actors, and also documentation during the activity.

Before the program conducted, most of the UMKM Batik Giriloyo actors were still using traditional batik patterns which tend to monotone and have not adapt with the change of market trends. In the product innovation training, participants gained new insights about the exploration of contemporary design, natural coloring techniques, and the utilization of visual element which align with the market preferences nowadays.

Following the training, more than 80% of participants successfully creates at least a new design which the mix of traditional element with innovation in the shape and colour. In the internal market test session, the new products gained positive reaction from local batik galery visitors, shows the increase of selling value potential.

The program of business management and human resources development training able to increase the understanding of UMKM actors about the importance of profesional and efficient business management. Through in-depth interview, the participants admit that they have not understand the basic concept such as business planning, simple financial record, and the importance of good communication in a group.

Following the training, participants began to implement mikro management principles, such as division of task in production team, raw material inventory records, and weekly evaluation of production target. This implementation unconsciously has increase the efficiency and productivity in batik production process. The participative and applicative training proven to be successfully in driving the changes in business attitude. In-depth interview provides opportunity to explore meaningful insights about the actual needs of the partners and the challenges they faced, so the recomended solution can be more relevant and precised.

Thus, this community service activity not only focused on short-term problem solving, but also created basis to strengthen UMKM in the long-term, especially to adapt in the digital market and continous innovation based on the local wisdom.

Following the comprehensive analysis of the challenges faced by UMKM Batik Giriloyo di Kabupaten Bantul, Yogyakarta, and also the arrangement of working program which relevant within the comunity service activity framework, the next step is program implementation through series of systematically arranged activity. The implementation of the program is realized through various strategic activity shown in the details in the activity table below, as the realization effort in empowering UMKM in productivity improvement for Batik Giriloyo

Table 3. Program Implementation

No	Work Program	Implementation Activities	Implementation Date	Expected Output
1.	Product Innovation Training	Training sessions on natural dyeing techniques, motif exploration, and design mentoring	June 2, 2025	Article published in the Community Empowerment Journal, activity video published on YouTube, and copyright (HaKI) for the video
2.	Human Resource Development	Training in production management, team communication, and small business planning		

Source : Processed Data, 2025





Figure 1. Program Implementation

IV. CONCLUSION

The implementation of community services activity was conducted by qualitative approach through in-depth interview, observation, and document collection, has successfully detected and overcoming main issue faced by UMKM Batik Giriloyo actors, that is limitations of product innovation, low capacity in human resources, and also the insufficient optimization of productivity improvement.

Through the core program which systematically design, that is product innovation and human resource capacity development training. This activity successfully created real results, such as innovative batik design and the improvement of managerial skill of the business actors. Positive feedback from participants and real implementation in business practices shows that this activity is effective in the improvement of productivity and UMKM competitiveness.

Furthermore, the result of the activity underlines the importance of participative and contextual approach in the training for the society, so that the proposed solution is not generic, but it is matched with the local needs. Thus, the continuous program and duplication of similarity training activities in another UMKM Central is highly feasible as strategy for economic empowerment grounded in local cultural potential.

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