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SOCIALIZATION AND TRAINING OF BATIK PRODUCTION FOR BUMDES SUWALUH BALONGBENDO VILLAGE, SIDOARJO

Andrian Firdaus Yusuf al Qordhowi

Sunan Giri University, Surabaya, Indonesia

Corresponding Author: yusuf.ardian16@gmail.com

<p>Info Article</p> <p>Received : 23 November 2025</p> <p>Revised : 16 Desember 2025</p> <p>Accepted : 20 Desember 2025</p> <p>Publication : 31 Januari 2025</p>	<p>Abstract: <i>Batik production has strategic potential to support rural economic development and cultural sustainability; however, many village-owned enterprises (BUMDes) still face challenges related to production efficiency, managerial capacity, and institutional sustainability. This community service activity aimed to improve batik production performance and strengthen the organizational capacity of BUMDes Suwaluh in Balongbendo Village, Sidoarjo, through an integrated socialization and training program. The activity was implemented using a Participatory Action Research (PAR)-based community service approach, emphasizing participatory socialization, hands-on training, mentoring, and joint reflection. Evaluation data were collected through observation, questionnaires, and production records to assess changes before and after the activity. The results show improvements in production quality consistency, basic cost calculation skills, and coordination among batik artisans within the BUMDes. These findings indicate that participatory-based community service can effectively encourage behavioral change in production practices and organizational management. This program contributes to practical models of batik-based community empowerment that integrate cultural preservation with rural economic strengthening.</i></p> <p>Abstrak: Produksi batik memiliki potensi strategis dalam mendukung pembangunan ekonomi pedesaan dan pelestarian budaya. Namun, BUMDes masih menghadapi berbagai kendala, seperti efisiensi produksi yang rendah, keterbatasan manajemen usaha, dan lemahnya kelembagaan. Kegiatan pengabdian kepada masyarakat ini bertujuan untuk meningkatkan kinerja produksi batik dan memperkuat kapasitas organisasi BUMDes Suwaluh di Desa Balongbendo, Kabupaten Sidoarjo melalui program sosialisasi dan pelatihan produksi batik. Metode yang digunakan adalah pengabdian masyarakat berbasis Participatory Action Research (PAR) yang menekankan pada proses pendampingan, pelatihan partisipatif, dan refleksi bersama. Data evaluasi diperoleh melalui observasi, kuesioner, dan catatan produksi sebelum dan sesudah kegiatan. Hasil kegiatan menunjukkan adanya peningkatan konsistensi kualitas produksi batik, pemahaman dasar manajemen biaya, serta koordinasi kerja yang lebih baik antar pengrajin batik BUMDes. Kegiatan ini membuktikan bahwa pendekatan partisipatif dalam pengabdian masyarakat mampu mendorong perubahan praktik produksi dan pengelolaan usaha secara berkelanjutan.</p>
<p>Keywords: <i>Community Service; Participatory Approach; Batik Production; BUMDes; Rural Economic Empowerment.</i></p> <p>Kata Kunci: Pengabdian Masyarakat; Pendekatan Partisipatif; Produksi Batik; BUMDes; Pemberdayaan Ekonomi Desa.</p>	
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INTRODUCTION

Batik is recognized as an intangible cultural heritage that holds not only artistic value but also significant economic potential for rural communities (Ermawati et al., 2024; Ferdinan et al., 2025). In rural contexts, batik production can serve as a source of livelihood while simultaneously preserving local cultural identity, provided that it is managed in an organized and sustainable manner. Batik-based economic activities also contribute to the strengthening of local creative industries and the diversification of rural income sources, which are increasingly important in the context of regional economic resilience. In this regard, village-owned enterprises (BUMDes) play a strategic role as rural economic institutions expected to manage local potential collectively and professionally (Winarno et al., 2023).

In Balongbendo Village, Sidoarjo Regency, BUMDes Suwaluh has developed a batik business unit as part of its community economic empowerment efforts. The establishment of this unit reflects the village's commitment to utilizing local cultural assets as drivers of economic development. However, based on preliminary observations and discussions with BUMDes managers, batik production activities still face several challenges, including inconsistent product quality, limited understanding of production cost calculation, and weak coordination among artisans. Similar conditions have also been reported in various batik empowerment programs in other regions (Andria et al., 2024; Suryanti et al., 2024). These constraints limit the competitiveness of batik products and reduce their contribution to village income.

Furthermore, most batik artisans are not yet accustomed to applying simple but systematic production standards and basic business management practices. Production activities are often carried out individually, without clear scheduling, documentation, or shared quality benchmarks. Previous training activities tended to focus primarily on technical skills, such as motif creation or coloring techniques, without being accompanied by sustained mentoring, evaluation, and organizational strengthening. As a result, improvements achieved through training were often temporary and difficult to institutionalize within the BUMDes structure.

Therefore, a community service program is needed that not only transfers technical skills but also actively involves artisans in understanding, planning, implementing, and jointly evaluating production processes. A participatory approach is considered relevant because it encourages learning ownership, collective responsibility, and gradual institutional change at the community level. Based on these conditions, this community

service activity aims to improve batik production performance and strengthen the organizational capacity of BUMDes Suwaluh through a participatory-based socialization and batik production training program.

METHOD

Action Research (PAR), which focuses on mentoring processes, participatory training, and joint reflection. PAR was applied as a framework for implementing community service activities because it allows community members to be directly involved in identifying problems, implementing solutions, and evaluating outcomes collectively. In this context, PAR functions as a practical approach to empowerment rather than as a formal experimental research design.

The community service activities were carried out in collaboration with BUMDes Suwaluh, involving BUMDes administrators and active batik artisans in Balongbendo Village. Participants were selected based on their active involvement in batik production and their roles within the BUMDes structure. The stages of the activity included: (1) initial socialization to identify production problems and partner needs, (2) batik production training emphasizing process standards, quality consistency, and work efficiency, (3) mentoring on the application of simple production cost calculations and pricing strategies, and (4) joint reflection and evaluation of activity outcomes.

The activities were conducted directly at the BUMDes production site to ensure that learning took place in an authentic work environment. This setting enabled participants to immediately apply new knowledge and discuss practical constraints encountered during production. Data were collected through direct observation of production processes, simple questionnaires administered before and after the activity, and documentation of changes in work practices and production results. The data were analyzed descriptively and comparatively to illustrate changes occurring after the implementation of the community service program and to support reflective evaluation with partners.

RESULTS AND DISCUSSION

Results

The results of the community service activity indicate positive changes in batik production practices at BUMDes Suwaluh. Following the implementation of socialization and training activities, artisans began to apply more orderly and consistent

production stages, particularly in the waxing and dyeing processes. Standardization of work steps helped reduce variations in output quality and minimized technical errors that previously resulted in material waste. As a result, batik product quality became more uniform, and the overall production process became more efficient.

In addition to technical aspects, the activity also improved artisans' basic understanding of production cost management. Participants were able to identify key cost components, such as raw materials, supporting materials, and labor, and began setting selling prices based on production costs rather than merely following local market prices. This change reflects an initial shift toward more rational and sustainable business decision-making. Although the scale of production remained limited, participants demonstrated increased awareness of the importance of cost control for business sustainability.

From an organizational perspective, coordination among artisans improved during and after the activity. Artisans began to communicate more actively regarding task division, production schedules, and problem-solving related to production constraints. This improvement indicates the emergence of collective work practices within the BUMDes batik unit, which is essential for strengthening institutional capacity and ensuring continuity of production activities.

The implementation of the community service activities was supported by documentation as an integral part of this PkM article.



Figure 1. Socialization of batik production for BUMDes Suwaluh

This figure illustrates the initial socialization activity conducted with BUMDes administrators and batik artisans to convey the objectives of the program and to identify existing production-related problems.



Figure 2. Training of batik production for BUMDes Suwaluh

This figure shows the batik production training process carried out through hands-on practice, including waxing (canting) and dyeing techniques.



Figure 3. Participants and committee of batik production socialization and training

This figure depicts the interaction and collaboration between the community service team and participants, reflecting collective participation in the implementation of the program.

Discussion

The findings demonstrate that a participatory-based community service approach is capable of generating tangible changes in batik production practices and business management at BUMDes Suwaluh. The improvements in production quality and cost awareness were influenced not only by the training materials delivered, but also by the active involvement of artisans in discussion and joint reflection processes, which strengthened experiential and collective learning (Kolb, 2015; Christens, 2012). Through participatory engagement, artisans were encouraged to critically reflect on their own practices and to jointly formulate improvements that were feasible within their local context.

These results are consistent with previous participatory-based community service initiatives in the batik and rural creative economy sectors, which emphasize the importance of community involvement in ensuring the sustainability of empowerment outcomes (Samsinas & Haekal, 2024; Mansuri & Rao, 2013). Compared to conventional training models, participatory approaches enable gradual behavioral change and foster a sense of shared responsibility for enterprise development.

The strengthening of work coordination observed during the program serves as an important indicator of the sustainability of the batik enterprise under BUMDes management. Institutional capacity and collective governance play a crucial role in determining the success of rural economic enterprises (Ostrom, 2010; Hambali et al., 2023). With increased collective awareness, clearer role distribution, and improved communication, BUMDes Suwaluh has greater potential to develop its batik business in a more sustainable and organized manner. Nevertheless, continued support and follow-up activities remain necessary to ensure that these initial improvements can be maintained and expanded in the long term.

CONCLUSION

This community service activity demonstrates that participatory-based socialization and batik production training are effective in improving production quality, basic cost management understanding, and work coordination among batik artisans of BUMDes Suwaluh. The application of PAR as a community service approach provided opportunities for partners to be actively involved in all stages of the activity, enabling changes to be more easily adopted and sustained. In the future, continued mentoring,

particularly in marketing development and institutional strengthening, is necessary to enhance the long-term sustainability of the BUMDes batik enterprise..

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