

# **Innovation Needs, Social Capital, and Learning Process of The Batik Craftsmen in Bantul, Yogyakarta**

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## **ABSTRACT**

This study aims to determine the innovation needs and learning process of the *batik* craftsmen in context of the ownership of social capital. This is based on the view that the need for innovation can be fulfilled if the craftsmen can utilize the social capital that is built in the context of the *batik* production business through the learning process that might occur in it. This qualitative research was conducted on three batik craft SMEs in two sub-districts in Bantul Regency as the center of Yogyakarta's *batik* production namely one craftsman in Pandak and two craftsmen in Imogiri. The research subjects were craftsmen, workers, *batik* organizers, and community leaders. Data collection by observation and in-depth interviews and data were analyzed using qualitative analysis techniques. The study result reveals that: (1) the SMEs of *batik* craftsmen have diverse innovation needs in context of the batik business development; (2) the craftsmen's social capital is formed as a result of the interaction with the environment in dimensions of value and commitment, trust, networking, and sharing information and knowledge and providing benefits; and (3) the learning process occurs in form of self-learning and cooperative learning as a form of the utilization of social capital to meet innovation needs even though it is still not optimal. Therefore, it is necessary to develop learning skills by utilizing social capital to meet the innovative needs of craftsmen.

*Kata Kunci: social capital, learning process, innovation, batik, needs*