

# **COLD WAX IMPLEMENTATION AT TRADITIONAL BATIK CENTER IN MASARAN, SRAGEN**

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## **ABSTRACT**

This study aims to analyze the implementation of cold nights in the traditional batik production process at the Traditional Batik Center in Masaran, Sragen, focusing on CV. Batik Morinda. Three research questions were raised: (1) How is the quality of the cold nights produced by CV? Morinda Batiks? (2) How does the quality of the cold night affect the outcome of making batik outlines? and (3) How effective is the use of cold wax from an economic standpoint?

This research method involves collecting data through interviews with related parties at CV. Batik Morinda, direct observation during the batik production process, as well as analysis of qualitative data related to the quality of cold nights, its effect on the final result of batik, and its economic impact.

The results showed that the quality of the cold nights produced by CV. Morinda's batik is quite good, taking into account the stability of the composition and texture of the night. However, there are variations in the quality of the cold nights which can affect the outcome of the batik. The influence of the quality of cold wax on the making of batik outlines is very significant, where good quality cold wax supports sharp and consistent results. Economically, the effective use of cold nights can reduce waste and production costs and increase productivity.

This research provides deep insight into the role of cold night quality in the traditional batik production process and its impact on the final yield and economy. Recommendations include efforts to maintain consistent cold night quality, increased training of artisans in cold night use, and further assessment of the economic efficiency of cold night use. It is hoped that the results of this research can make a positive contribution to the development of the traditional batik industry in Masaran, Sragen, as well as related research fields.

*Kata Kunci: modern batik, cold night, cold night effectiveness.*