

THE IMPACT OF THE CORONA VIRUS (COVID-19) OUTBREAK ON THE SUSTAINABILITY OF THE BUSINESS OF KLATEN LURIK WEAVING ARTISTS AND EFFORT TO MAINTENANCE

by **Ismadi, I Ketut Sunarya, Edin Suhaedin Purnama Giri, Angga Sukma Permana, Sherin Dewi Prastika, Muhammad Yaasin**

ABSTRACT

This study aims to describe: 1) to describe the impact of the Corona Virus (COVID-19) outbreak on the business continuity of Klaten lurik weavers; 2) describe the efforts made by traditional Klaten weavers in maintaining their business during the Covid-19 pandemic; and 3) describe the government's role in maintaining the existence of Klaten traditional lurik weaving during the Covid-19 pandemic.

The method used in this study is a qualitative research with an interdisciplinary approach that focuses on the study of the role of education. The interdisciplinary approach used as the basic strategy for the study is a theoretical approach to culture and anthropology.

The results of this study are: 1) During the Covid-19 pandemic, the production of Klaten traditional lurik weaving decreased by around 60%; 2) the efforts made are: making masks made from lurik woven cloth, making "Luba" batik lurik cloth products, and making online sales services; 3) The role of the Klaten Regency Government in supporting the resilience of Klaten traditional lurik weaving during the Covid-19 pandemic is: a) through tourism holding an event for the selection of the Lurik Putra and Putri and establishing Tlingsing Village as an ATBM Weaving Tourism Village; b) through Circular (SE) of the Regent of Klaten No.065/77/2010 which requires civil servants to wear the lurik uniform two days a week; c) providing productive assistance in the amount of 2.4 million rupiahs to encourage business continuity; and d) through education and research, strengthening the Branding Strategy, strengthening the Marketing Communication system, assisting in the protection of intellectual rights law, and scientific publications.

Kata Kunci: *impact, Covid-19, lurik weaving craftsmen*