

Concept of Transformation Capability of MSME Batik Craftsmen in Indonesia

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ABSTRACT

The ability to transform is one of the determining factors for the success of the fashion sector, especially batik craftsmen, in facing the changes and challenges of Industry 4.0. However, there is no concept of transformation capabilities for batik craftsmen at various levels of micro, small and medium enterprises (MSMEs). This research aims to explore the concept of transformation ability in batik craftsmen in Kulonprogo, Indonesia. Case studies were chosen as a research method approach by looking at various cases at various levels of MSMEs. This research involved six batik craftsmen consisting of six owners and eleven workers who were selected using purposive sampling. Data collection uses interview techniques, observation and social media reviews in marketing. Data analysis used Nvivo 12 with an inductive and thematic approach. It was found that the transformation concept includes (1) innovation and technology in the fields of design, coloring, and marketing, (2) special knowledge and skills of new motifs and coloring through continuous experimentation, (3) strengthening and expanding management, and (4) realizing mission in economic, sustainability and cultural aspects. Transformation capacity is defined from mission to capabilities, covering economic, sustainability and cultural aspects.

Kata Kunci: *Batik Craftsmen, Batik Motifs, Mission, MSMEs, Chillity Transformation*