

ABSTRACT

Rembang is the birthplace of lasem batik which has been the main commodity since the beginning of the 19th century. Based on data from the Central Statistics Agency, the industrial sector experienced a decline from what was originally the industrial sector absorbing workers by 12.07 percent in August 2019, down to 11.11 percent in August 2020. The purpose of this writing is to design e-learning content to support the regeneration of Lasem batik craftsmen in Rembang Regency using the SECI and ADDIE Methods. It is hoped that the production process of Batik Lasem will be documented and encourage the regeneration of Batik Lasem craftsmen in Rembang Regency.

The first stage of the e-learning content design stage is analysis. At this stage, the identification of the process of making Batik Lasem is carried out. Then then enter the design stage using the SECI Method which consists of four stages of knowledge conversion. The SECI method aims to convert the knowledge gained from batik craftsmen in the form of the process of making Batik Lasem. The knowledge will later be converted into best practices from the stages of making Batik Lasem which will be used as a course from the designed e-learning application. Then enter the development stage, at that stage, the design of e-learning applications is carried out. Then followed by the implementation stage, at this stage, an e-learning application trial was carried out. Then it ends with the evaluation stage. At this stage, an evaluation of the application that has been designed is carried out.

The output of this Final Project is the best practice of the process of making Batik Lasem. The best practices are packaged in the form of material available in a designed e-learning application consisting of 11 courses.

The results of the E-learning will later be used by prospective new batik craftsmen with the aim of providing knowledge that is expected to help the Rembang Regency in regenerating Batik Lasem craftsmen.

Keyword: E-Learning, SECI, ADDIE, Regeneration