

BATIK WIKARSA MSME DESIGN DEVELOPMENT STRATEGY THROUGH UTILIZING THE INDONESIA-MALAYSIA EXPORT MARKET

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ABSTRACT

Batik, as Indonesia's cultural heritage, is recognized as the legacy of the Indonesian ancestors. Batik is an essential part of Indonesian culture; almost every region in Indonesia has distinctive, diverse, unique, and exciting batik that reflects local culture. Batik is strongly connected to the traditions and customs of the Indonesian nation, so it has an authentic and exotic aesthetic value. Allied countries, namely Malaysia, have similarities in customs and cultural traditions, one of which is batik. There are similarities between Indonesia and Malaysia, such as their uniqueness, consumer interest in both countries towards batik products, good relations between the countries, and export opportunities based on Indonesian and Malaysian government policies. Therefore, it is essential to preserve batik in Indonesia. Micro, Small, and Medium Enterprises (MSMEs) operating in the batik industry are one of the main pillars in efforts to preserve batik. However, MSMEs need help with several problems, including determining the right design strategy for exporting batik. Research that discusses this matter is still rare, so the author conducted in-depth research regarding the Batik MSME business development strategy in carrying out export activities to Malaysia using the Strategic Management Process Model. It was found that some strengths and opportunities can be developed in the Batik Wikarsa UMKM in exporting batik to Malaysia, as well as the types of products, colors, batik motifs, and suitable materials for products that will be marketed to Malaysia.

Keywords: Batik, Export, Malaysia, MSMEs, Strategy.