

## ABSTRACT

*Painting has evolved from the Renaissance to the digital age, reflecting significant cultural and social changes. In Indonesia, artists like Affandi and Raden Saleh have integrated local and international aesthetics. However, painting practices often harm the environment. In Kampung Seni Jelekong, waste from painting processes is not optimally managed, and eco-friendly painting efforts are hindered by low customer interest. This study aims to enhance eco-friendly painting practices in Kampung Seni Jelekong using Empathy Mapping. This approach helps researchers understand users and their situations (Neubauer et al., 2017) and enables insights into how painting practices are perceived by users (Parrish, 2006), ultimately improving outcomes (Lewis & Contrino, 2016). Using exploratory qualitative methods with individual units of analysis, the study finds that internal stakeholders see potential for eco-friendly painting but face challenges with material quality and demand. External stakeholders, including loyal and potential customers, value the environmental aspect but struggle to grasp the benefits of eco-friendly paintings. Key needs include better access to high-quality materials and increased education to boost demand and support for eco-friendly practices.*

**Keywords:** *Eco-friendly painting, Empathy Map, Kampung Seni Jelekong, sustainability.*