

ABSTRACT

The Lasem Batik industry in Rembang Regency faces the challenge of environmental pollution due to liquid waste from the dyeing process. This problem is caused by the lack of environmentally friendly production process standards, as the knowledge of skilled artisans remains tacit. The purpose of this paper is to design e-Learning content to standardize and disseminate knowledge about the environmentally friendly Lasem Batik production process using the SECI and ADDIE methods. It is hoped that this production process will be well-documented and adopted by students and aspiring artisans.

The e-learning content design follows the systematic ADDIE framework, beginning with the Analysis phase to identify user needs and existing production processes. In the Design phase, the SECI method is applied to convert artisans' tacit knowledge into explicit knowledge, which is then synthesized into best practices as the primary basis for the learning content. Next, in the Development phase, these best practices are translated into platform modules and interfaces, which are then tested during the Implementation phase. The entire process concludes with the Evaluation phase, which includes verification of technical functionality and validation to measure the platform's effectiveness in enhancing user understanding.

The result of this final project is a best practice related to the environmentally friendly process of making Lasem batik. These best practices are packaged in the form of materials available on a designed e-Learning platform consisting of nine learning modules. The e-Learning results have been validated and proven effective in enhancing student understanding, aiming to provide knowledge that will help preserve culture and protect the environment in Rembang Regency.

Keywords: *ADDIE, Batik Lasem, E-Learning, Environmentally Friendly, SECI*