

DEVELOPMENT AND INNOVATION OF SENDANG BATIK DESIGN AND MOTIVATION DURING THE NEW NORMAL TIME WITH SIWALAN LEAF AND FRUIT MOTIF

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Abstract. Batik art is a local cultural heritage that stores knowledge and local wisdom of high value. In other words batik is a craft that has high artistic value and has long been a part of Indonesian culture. Therefore Sendang Lamongan batik is one of the cultural heritage that needs to be preserved, protected and supported by its development. This devotion tries to develop the design of Batik Sendang Lamongan motif as a result of cultural acculturation of its people, so that it can be an asset for cultural heritage. The focus and priority of design development motifs depart from the problem is still limited variety of existing ornaments. The purpose of this program is to improve the quality of batik products through the development of batik motif designs based on local wisdom. Second, expanding the market segment, not only in lamongan area but also other regions including outside east Java province. This program method is a discussion and observation conducted to identify problems, conduct activities, training workshops on the development of batik motifs based on local wisdom, followed by mentoring, monitoring and evaluation. This program produces new batik motifs based on local wisdom from flora natural sources, namely with The Leaves and Fruits of Borassus.

Keywords: batik; Sendang Lamongan; design; motif

I. INTRODUCTION

In recent years, especially since the monetary crisis hit Indonesia, until the current Covid-19 crisis, which is not yet clear when it will end, has devastated economic and business activities that continue to experience a decline in both large, medium and small scale companies [1]. However, in this condition, the empowerment of Micro, Small and Medium Enterprises (MSMEs) has received considerable attention from the government. MSMEs in Indonesia are the main magnets in the current economy. As is known, MSMEs in Indonesia have far more numbers than large-scale companies, so it is very important and a top priority that the Government of Indonesia must be able to make the MSME sector excited to be able to survive and compete with MSMEs in other countries that have entered the MEA era [2]. So it still requires guidance and support in improving various aspects such as management, capital and technology.

Community empowerment is a development process in which community elements take the initiative to start the process of social activities in order to improve their own situation and condition. Society here must be used as a subject, not only as an object of development alone. This is also experienced by MSMEs who are partners of community service activities carried out by the Academic Team. This service activity aims to develop the Sendang Lamongan batik business with adequate management and technology support so that in the conditions of the Covid-19 Pandemic, it still survives and continues to increase because market

demand continues to increase and competition is getting tougher [3].

Lamongan Regency has the potential of batik which has been known by the wider community for a long time which is the cultural heritage of our ancestors. At first batik was an art product, then it developed more widely into a clothing product that has artistic value. In Sendang Nduwur Village, Paciran District, Lamongan Regency, there are classic and modern batik motifs. This batik genre is basically batik that grows and develops in accordance with the dynamics of the culture and civilization of its people [4]. Batik motifs made by craftsmen at Batik Tulis Najwa, in Sendang village are strongly influenced by environmental conditions, such as the natural environment and the state of flora and fauna. Every scratch in the batik motif has a high meaning in the form of philosophies of life between the environment and society as well as the relationship between humans and God Almighty. Sendang Village is also one of the villages where some of the people are still trying to preserve, improve, and develop the art of batik. Batik Sendang Lamongan village is a legacy that comes from generations during the time of Dewi Tilarsih, the wife of Raden Noer Rahmat, known as Sunan Sendang. Sendang batik motifs and patterns are known to the people of Sendang village as having intricate and small details, so that batik craftsmen are required to have patience, patience, tenacity, hand dexterity, awareness, and high emotional stability.

Based on initial observations made on July 20, 2021 in Najwa Batik Tulis, Sendang village, Paciran District,

Lamongan Regency, the development of Sendang Lamongan batik experienced very rapid development in terms of batik techniques, changes in motifs, coloring, and marketing. Although currently batik techniques have developed, there are still some batik craftsmen who work on traditional Sendang batik using canting as the main tool in painting (batik) on cloth. In the dyeing process, Sendang batik craftsmen currently do not use natural dyes because it is more practical to use chemical dyes to meet the large demand for orders. Before developing, the typical colors of Sendang batik were only the basic colors of the fabric, namely white and brown. At this time the development of the color of Sendang Lamongan batik varies greatly, but the typical colors of Sendang Lamongan batik remain white and brown. Based on Rohmaya's opinion [5] who discussed Sendang Lamongan Batik, before 2012 Sendang Lamongan batik did not have a new motif because people did not understand the source of ideas that could be used as inspiration to create a typical Sendang Lamongan batik motif.

According to Arifin, the manager of the "Najwa" batik business, the development of the motifs and colors of the Sendang Lamongan batik has not been fully known and recognized by the people of Lamongan and its surroundings. Therefore, Arifin emphasized that, in the last five years, Najwa Batik Tulis has started to rise with all its innovations, for example by innovating the motifs and colors of Sendang batik in order to introduce Sendang Lamongan batik to the entire community of Lamongan district and to people outside the Lamongan district to foreign countries. Seeing the very rapid development of batik, it is necessary to empower more effectively and efficiently in order to enrich the value of cultural arts and batik motifs that are more diverse, so that Sendang batik can be recognized and recognized by many parties in the national and international arena.

Departing from this, the author conveys an idea to raise some of the inspiration results about the innovation of batik motifs with Siwalan leaf and fruit motifs as cash trees that thrive in the Paciran area and are rarely found in other areas, this tree has been empowered since the life of the Guardians in the Paciran area. the North Coast of Java which has produced Palm Sugar, Dawet Siwalan, Food and Beverages made from Siwalan raw, until now has become food and drink souvenirs from Pantura cash with sellers lined up along the Daendeles Pantura road Lamongan, Lamongan Marine Tourism (WBL), Maharani Cave, Sunan Drajat Tomb, Sendang Nduwur Tomb and Syeh Maulana Iskhaq Tomb. So as to complete the souvenirs, the Batik Siwalan motif will provide additional contributions for entrepreneurs and traders.

II. RESEARCH METHODS

The implementation of this community service activity starts from March to June 2021. However, in July 2021 this activity will continue with mentoring and monitoring and evaluation until August 2021. The method for carrying out this community service activity is training in the development of motif designs. As a follow-up to the

motif design training, it is necessary to provide assistance, monitoring and evaluation of the implementation of motif design development training materials by partners. Not only motif design training activities, this program also provides assistance related to promotion strategies and involving partners in national level exhibition activities. Partner participation in national exhibitions aims to introduce partner products to a wider market and build business networking with external relations [6].

III. RESULTS AND DISCUSSION

Batik Motif Development Training and Assistance

The batik motif development training activity was held on May 1, 2021, at the production site for the "Najwa" batik partner, Sendang Nduwur Village, Paciran District, Lamongan Regency. The training on developing batik motifs aims to equip partners with knowledge and skills so that they can design batik motifs based on local Lamongan wisdom. The training was not only attended by partners (Owner of UKM Batik Tulis Najwa, Mr. Arifin), but also some 20 employees. Employee participation in this training is expected to increase the number of workers in the motif design field, which so far is still very minimal in number.

The delivery of training materials for the development of batik motifs was carried out by the resource person, Ir. Ruswaji, MM and Moh. Muklis Sulaeman, SE., MM. The training materials include the application of Quality Function Deployment (QFD) in developing batik motifs and developing batik designs. The material in the first session of the training on the development of batik motifs begins with an explanation of the application of QFD in the development of the Lamongan batik motif. According to Heizer & Render [7] QFD is concerned with (1) determining what will satisfy the customer and (2) translating the customer's wishes into the design to be targeted. The idea is to understand customer wants and introduce alternative solutions. Then this information is integrated into the constantly changing product design. QFD is used early in the design process to help define what will satisfy the customer and the quality efforts that need to be deployed.

Based on the results of the study of Noviana & Hastanto [8], the stages of implementing QFD in the development of batik motif designs are as follows. The stage of collecting voice of customer. At this stage the aim is to capture customer voices through survey activities. From the customer voice survey activities obtained consumer data related to product attributes. Consumers can receive potential benefits from the intensification of these attributes. The stage of compiling a house of quality [9]. The steps in compiling a house of quality, briefly, are as follows: Phase I Matrix of consumer needs. Phase II Planning matrix, aims to measure consumer needs and determine satisfaction performance goals. Phase III Technical response, namely the transformation of non-technical consumer needs into technical data to meet customer needs. Stage IV Determine the relationship between technical response and consumer needs. Stage V Technical correlation, mapping the

relationship and importance or technical response. Stage IV Benchmarking and target setting.

Furthermore, in the training on the application of QFD in the development of motif designs, important attributes in the development of batik motif designs are also presented. The important attributes are the design of the Lamongan batik motif that attracts potential consumers, the shape of the Lamongan batik motif which has the characteristics of Lamongan local wisdom, giving rise to contemporary motifs that combine the motifs of local Lamongan wisdom with contemporary motifs, the size of the motif according to consumer expectations, the shape of the motif based on wisdom. local and consumer expectations, as well as a harmonious mix of colors and motifs.

Products resulting from craft designs generally focus on the value of differentiation, beauty, high artistic value, uniqueness and elegance. With the development of batik motif designs based on local wisdom of Lamongan according to consumer desires, it can have positive implications for the purchasing decisions of prospective batik consumers [5].

The batik design development training in the second session was filled by Mr. Moh. Muklis Sulaeman, SE, MM. The material for developing batik designs includes batik motifs, colors, patterns and backgrounds. While the batik motifs include the main motif, additional motifs, and isen motifs. The training also explained the variations of batik motifs consisting of motif shapes and motif colors. The basic form of the motif consists of non-geometric shapes and geometric shapes [10].

As a follow-up to the training activities for the development of batik motif designs, it was followed by mentoring and monitoring. Mentoring and monitoring activities aim to strengthen knowledge and skills from research results as well as to monitor the implementation of training results. The implementation of training and assistance in developing batik motif designs can run well. With the seriousness of the partners and the hard work of the implementing team, the training and mentoring activities for developing batik motif designs have produced results, namely the Siwalan Leaf and Fruit Motif as a batik motif design that is truly based on local Lamongan wisdom from Flora sources that rarely grow in other areas.

IV. CONCLUSION

The conclusion obtained from the results of this community service activity is that partners have been able to explore Lamongan local wisdom and translate into batik motif designs based on Lamongan local wisdom. There is 1 (one) motif design resulting from training and assistance in developing batik motif designs, namely the design of the Siwalan Leaf and Fruit motifs. The motif is rooted in the local wisdom of Lamongan, namely folklore and natural wealth and tourism potential in Lamongan.

The application of the source of ideas in Batik Sendang which was pioneered in 2012 with the theme Lamongan consists of 3 things, among others: 1. The Batik

Bandeng Lele motif originates from the Regency symbol in the form of milkfish and catfish. The Gapuro Tanjung Kodok motif is inspired by the gate at the entrance to the tombs of Sunan Sendang and Tanjung Frog. The crab motif is inspired by the results of the coastal fisheries sector which shows the fauna typical of the northern coast and is manifested in the form of a large crab statue right at the entrance of Lamongan Marine Tourism. 2. The characteristics of Sendang Batik from the results of the 2013-2015 competition were reviewed from the Main Decorative Variety, Complementary Ornament Variety and Isen-Isen. The main ornamental variety of crab batik motifs is a pink crab. Complementary decorations are yellow and black mirror leaves, and Isen-isen decorations use white cecek. 3. Meaning of Sendang Batik Motifs and Colors from the 2013-2015 Competition Results The meaning of the main decorative motifs of the catfish milkfish motif. Milkfish symbolizes the spirit of achieving a noble goal, while catfish symbolizes tenacity, endures suffering, and is patient when faced with a problem using a green background color symbolizing the freshness of the water area. The meaning of the main decorative motif Gapuro tanjung frog. Gapuro has the meaning "sugeng rawuh" which means welcome, while the tanjung frog has no meaning, by using the dark blue color which has the meaning of loyalty, this color is taken from the color of the sea in the north coast area. The crab motif contains the meaning of a person's belief and confidence in any circumstances as well as the protection of a great leader against the small people, using the yellow base color which has the meaning of peace which symbolizes the life of the Lamongan people who live peacefully and peacefully. Suggestions For the government, it is suggested that the Sendang Lamongan batik craft needs to be maintained to preserve the culture in Lamongan. The efforts taken in improving and developing the Sendang Duwur Batik are an effort that needs to be supported to be even more successful, and the importance of patents on Sendang Lamongan batik to protect batik motifs from the actions of foreigners who do plagiarism.

While the Siwalan Leaf and Fruit Batik Motif is the result of inspiration that cash trees that thrive in the Paciran area and do not exist in other areas, this tree has been empowered since the life of the Guardians in the North Coast of Java which has produced Palm Sugar, Dawet Siwalan, Food and Beverages made from Siwalan, until now have become food and drink souvenirs of the Pantura cash with sellers lining up along the Daendeles Pantura Lamongan street, Lamongan Marine Tourism (WBL), Maharani Cave, Sunan Drajat Tomb, Sendang Tomb Nduwur and the Tomb of Sheikh Maulana Iskhaq. So as to complete the souvenirs, the Batik Siwalan motif product will provide additional contributions for traders. With the development of motif designs based on Lamongan local wisdom and the participation of partners in the long term, it is hoped that it will have an impact on building the brand image of batik products from the Batik Tulis UKM "Najwa". Overall, this will also affect the improvement of the brand

image of batik products in all batik SMEs in Batik Sendang Lamongan.

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