

**THE ENHANCEMENT OF BATIK CULTURAL LITERACY (SHIBOTIK)
WITH STUDENTS OF FISIP PASUNDAN UNIVERSITY**

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ABSTRACT

Batik regeneration is an alternative to preserving batik as an asset for Indonesia. Shibotik is one of the SMEs batik craftsmen that provide new innovations in the manufacturing process, by collaborating on the Shibori coloring technique from Japan. The products that they sell are very suitable for the young generation, either in terms of models, colors, and patterns. However, the achievement of the target for young generations is still not optimal because the level of sales is still directed at adulthood, especially for women. Based on the analysis conducted by our research team, the younger generation chooses to buy batik that has low prices regardless of the process of making batik which loses the essence of making batik itself. So that, our team is trying to provide a solution in the form of technical guidance in the procurement of focus group discussions with the target of FISIP UNPAS student participants who have interest and activity in certain fields. Through this FGD, Shibotik owners can become a speaker to growing batik literacy and awareness of FISIP UNPAS students in batik discovery, entrepreneurship, and introduce Shibotik as a new innovation in batik. In addition, students can provide suggestions according to their respective focus on the problems faced so that Shibotik can more optimally reach its main target market, which is the younger generation.

Keywords: cultural acculturation, batik preservation, shibotik, young generation

A. Introduction

The preservation of batik is a responsibility of all Indonesian citizens, especially the young generation. As the times change, the interest of young people in batik has decreased because the majority consider it to be too formal, expensive, and not stylish (Riandova et al., 2022). The preservation of batik is also present from the batik makers themselves who use textile with batik motifs or printing

processes so that they can be sold more cheaply, where this production process does not fall into the category of batik products (Tim Komunikasi Publik Pemerintah Kota Pekalongan, 2020). Great design is one that responds to the ever-evolving expectations of consumers for a product, both in terms of function and aesthetics. Consumers are constantly looking for products that can do more, be more flexible, be more

intelligent, and work aesthetically in a variety of contexts (Ningsih, 2016).

Based on the existing problems and potential, the PKM FISIP Unpas team was interested in observing MSMEs in the city of Bandung, especially those of batik makers. Following up on this interest, our PKM team decided to carry out a service activity to the Shibotik MSME located at Jl. Cigadung Raya Timur I No. 5, Bandung City. Shibotik was founded by one of the children of the owner of Batik Komar named Putri Urfanny Nadhiroh in 2015 and had a hiatus for three years until now it has been running again. Shibotik itself has been recognized by the Yayasan Batik Indonesia (YBI), so its existence is highly expected to be able to help preserve batik.

The production process with a focus on good quality provides high satisfaction for Shibotik consumers. In addition, the public's interest during offline bazaars is also quite high. This can be seen from how Shibotik almost always sells out its stock when selling at an event, or selling online. The marketing that is done is still limited to maximizing social media without

advertising features. The main problem is the limitation of Shibotik's access in reaching its main target market, which is young people. Most young people think that traditional clothing is uncomfortable and outdated and cannot be worn all year round.

While trends are always transformative, their themes are not fixed. However, incorporating these diverse traditions into contemporary design remains a challenge for creative communities (Nurcahyanti & Bina Affanti, 2018). Given Indonesia's encounter with colonialism, local understandings of "modernism" tend to imitate Western styles and traditions (Sachari, 2007). Batik requires one thing to be considered authentic: the pattern of its making through color barriers with hot wax (Hendraswati, 2019). Based on the above problems, the Pengabdian team and the Problem Partner established the main problem, namely the limitation of Shibotik's access in reaching its main target market, which is young people.

B. Method of Implementation

Place and Time

The main PKM activities were carried out on June 22, 2023, with the

details of the activities starting from the Batik Tour, Batik Sharing Session, to the Focus Group Discussion, starting at 10:00 a.m. to 2:00 p.m. The Komar Batik House located at Jl. Cigadung Raya Timur I No. 5, Bandung City, was the venue for the activity.

Target Audience

The target of the PKM activity is divided into two mutually supporting targets, namely:

- 1) The Shibotik team to be able to solve the problems and challenges in achieving the main vision of Batik regeneration.
- 2) The young generation of FISIP UNPAS to be able to increase Batik literacy and be ready to become actors of Batik regeneration.

Data Collection Techniques

Data was collected using various methods, including: direct observation, in-depth interview with the Founder of Shibotik, and literature study on the factual condition of Batik in Indonesia to potential solutions in supporting the resolution of Batik regeneration challenges by the Shibotik UMKM.

Methods of Service

The PKM activity took two types of approaches, namely the Technical Guidance and Coaching Method, and the Facilitation Approach Method. Based on these two approaches, the PKM team agreed to carry out the following steps:

- 1) Identification of problems accompanied by data collection of profile, condition, problems, and challenges of the Partner through observation, interview, and literature study.
- 2) Preparation of the PKM proposal and activities to elaborate on the PKM activity plan.
- 3) Preparing the design, agenda, and venue of the activity by coordinating with the Shibotik team.
- 4) Carrying out activity socialization accompanied by the selection of several FISIP UNPAS representatives who can become participants in discussions with UMKM Shibotik in answering questions from the problems faced.

- 5) Carrying out the main PKM activities with an outline of providing knowledge related to cultural diplomacy, digital marketing (especially social media marketing), and event or campaign management as a provision for the partner through the Batik Tour, Batik Sharing Session, and Focus Group Discussion.
 - 6) Evaluation of the condition of the PKM partner, namely the Shibotik UMKM, in terms of understanding and openness to its main target market to achieve the vision of Batik regeneration.
 - 7) Preparation of scientific articles and digital publications in the form of Videos as the main form of documentation of the PKM activities.
 - 8) Preparation of a final activity report that explains in more detail the activities that have been carried out.
- facilitate access to discussions with the main target of the Shibotik UMKM in achieving its vision of regenerating Batik to support the improvement of cultural literacy and preservation of Batik. The program was held on June 22, 2023, from 10:00 a.m. to 2:00 p.m. at the Komar Batik House located at Jl. Cigadung Raya Timur I No. 5, Bandung City. The activity was attended by the Founder of the Shibotik UMKM, the Shibotik UMKM team, 11 students from FISIP UNPAS, and two lecturers from FISIP UNPAS. The event series included:
- 1) Batik Tour: The representatives from FISIP UNPAS had the opportunity to see the Batik making process firsthand as a form of increasing cultural literacy and a foundation for the preservation of Batik for young people.
 - 2) Batik Sharing Session: The Founder of Shibotik explained the acculturation of Batik and Shibori concepts from Japan as a form of Batik regeneration by adjusting the main target market, namely young people. This session also became a

C. Result and Discussion

Outputs Achieved

The outputs achieved were the implementation of a program to

forum for increasing cultural literacy and providing young people with the skills they need to be actors in the preservation of Batik.

- 3) Focus Group Discussion: The Shibotik team elaborated on the challenges in achieving the vision of regenerating Batik among young people as the core question of the discussion, which had further discussion points on cultural diplomacy, digital marketing (especially social media marketing), and event or campaign management.

The following are the outputs achieved in the Focus Group Discussion process with the Shibotik UMKM partner and the FISIP UNPAS team:

- 1) The partner understands the access and quality of digital marketing among young people.

The partner has learned about the various types of media and trends in the use of social media among young people, which will make it easier for the

partner to approach them. The focus here is on the introduction of media, features, and trends on Instagram and TikTok. In addition, it was explained how collaboration with KOLs and influencers can have an impact on increasing product awareness among young people and increasing sales.

- 2) Planning and implementation of soft selling activities.

The partner has learned about the various types of soft selling activities, especially in the form of campaigns and events. These two things are of interest to many young people, so if they are implemented, they can be a soft selling medium for Shibotik. Here, the team provides an overview and tips and tricks from the preparation of the concept to the execution of the program. In addition, the team also provides an overview of how to create soft selling activities by collaborating with organizations and institutions that are now very popular with young people. The values of

Shibotik can be used as a guideline for collaboration, so that it can increase Batik literacy among young people, as well as increase product awareness and sales of Shibotik.

3) Utilization of recognition from the Yayasan Batik Indonesia (YBI).

As one of the UMKMs that is recognized by the Yayasan Batik Indonesia, this is one of the privileges for Shibotik to increase its chances of becoming part of Indonesian Cultural Diplomacy. With the cultural acculturation and Batik regeneration values that it possesses, Shibotik should be able to compete more in the international arena. Therefore, Shibotik needs to understand the concept of Cultural Diplomacy, which can have an impact on the brand image and development of the Shibotik UMKM itself.

D. Conclusion

Based on the activities that have been carried out, this community service

program is a transfer of guidance in science and technology to the Shibotik UMKM partner, which actually needs new ideas from current trends to reach its main target audience, namely young people. There needs to be an understanding of digital marketing, collaborative partnership (in the implementation of event or campaign management), and the concept of cultural diplomacy to make batik UMKMs grow. By utilizing these things, batik UMKMs can grow batik literacy among young people so that it remains sustainable.

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