



DOI: <https://doi.org/10.38035/gijtm.v3i4>  
<https://creativecommons.org/licenses/by/4.0/>

## Jambi Batik Industry as a Source of Income to Improve Community Welfare

Jonner Simarmata<sup>1</sup>, Evi Adriani<sup>2</sup>

<sup>1</sup>Batanghari University, Jambi, Indonesia [jonnerunbari@gmail.com](mailto:jonnerunbari@gmail.com)

<sup>2</sup>Batanghari University, Jambi, Indonesia [evi.adriani@unbari.ac.id](mailto:evi.adriani@unbari.ac.id)

Corresponding Author: [jonnerunbari@gmail.com](mailto:jonnerunbari@gmail.com)<sup>1</sup>

**Abstract.** This study aims to analyze the potential of the Jambi Batik Industry as a source of improving community welfare. This study employed a literature review method through analysis of various relevant written sources, such as books, scientific articles, government reports, and other official documents. The results indicate that the Jambi Batik Industry has significant economic potential to improve community welfare, through job creation, increased income, and strengthening creative economic businesses based on local culture. However, this industry faces various obstacles, including low competitiveness, limited local design innovation, narrow market orientation, and suboptimal institutional support. This study confirms that optimizing the Jambi Batik Industry's contribution to improving community welfare requires a comprehensive development strategy, encompassing strengthening human resource capacity, innovation, market expansion, government policy support, and product diversification.

**Keywords:** Jambi Batik Industry, sources of income, community welfare, creative economy

### INTRODUCTION

Batik is a part of Indonesia's cultural heritage, possessing high artistic, historical, and philosophical value. On October 2, 2009, UNESCO designated batik as an Intangible Cultural Heritage of Humanity, thus declaring October 2nd as National Batik Day. This designation affirms batik's position as a cultural identity of the Indonesian nation. Various regions in Indonesia have distinct batik characteristics, including Jambi Province. The Jambi batik industry is known for its distinctive motifs and colors, as well as its use of natural dyes, giving it the potential to become both a cultural commodity and a leading regional economy (Amin et al., 2018; Nengsih et al., 2021; Simarmata, 2022).

In addition to preserving culture, the Jambi batik industry has developed into part of the creative economy sector, contributing to increased community incomes. This industry creates a value chain involving various business actors such as artisans, designers, marketers, MSMEs, and supporting sectors, including suppliers of raw materials (fabric, wax, and dyes) and downstream industries such as garment factories and boutiques. Thus, the development of the

Jambi Batik Industry not only provides direct economic benefits for artisans but also creates a multiplier effect for the regional economy (Siregar et al., 2020).

Despite its significant economic and cultural potential, the development of the Jambi batik industry faces several obstacles. Competition with batik from other regions, particularly the more widely known Javanese batik, is a major challenge to increasing competitiveness. Furthermore, local design innovation remains limited, as most of the existing motifs come from outside the region. Limited managerial skills, creativity, and mastery of digital marketing technology also hinder artisans from improving product competitiveness in an increasingly competitive market (Simarmata, 2022).

According to data from the Central Statistics Agency (BPS) of Jambi Province in 2023, there are 188 Jambi batik industry businesses, 104 of which operate in Jambi City, the main production center. However, most artisans are micro-enterprises with lower-middle-class education, necessitating capacity building in business management and product innovation (BPS Provinsi Jambi, 2023).

To date, research specifically examining the potential of the Jambi batik industry as a source of improving community welfare is limited. Therefore, this study was conducted to fill this gap through a comprehensive literature review. This research is expected to provide both academic and practical contributions to future efforts to develop the Jambi batik industry.

## **METHOD**

This research employed a literature review method. The literature review was conducted by reviewing, identifying, and analyzing various written sources relevant to the research topic. The data sources used were secondary data obtained from books, scientific articles, research reports, government publications, policy documents, and other academic literature sources related to the Jambi batik industry, the creative economy, community empowerment, and community welfare (Sugiyono, 2016).

The literature review process was conducted in three stages. First, data collection by selecting relevant references according to the research focus. Second, data analysis, which involves reviewing the literature, comparing findings across sources, and interpreting the information to gain a comprehensive understanding of the role of the Jambi Batik Industry in improving community welfare. Third, the presentation of the study results, which involves formulating a synthesis of the literature findings into conclusions that can answer the research objectives. This approach allows researchers to gain theoretical understanding and empirical insights from previous research related to the topic under study (Sugiyono, 2016).

## **RESULT AND DISCUSSION**

### **Current Portrait of the Jambi Batik Industry**

The batik industry in Jambi is growing quite rapidly, as evidenced by the large number of artisans spread across various regions (Simarmata, 2021b). Jambi batik production consists of two types: hand-drawn batik and printed batik. Hand-drawn batik is typically hand-drawn with a high degree of complexity, while printed batik is produced more quickly and in large quantities.

The uniqueness of Jambi batik lies in its distinctive motifs and colors, as well as the use of natural dyes. Jambi batik motifs are generally inspired by flora and fauna, as well as local cultural values. The use of natural dyes is also a major attraction, as it is increasingly relevant to the trend of environmentally friendly products. However, despite its potential, Jambi batik is still primarily marketed locally and has not yet penetrated national or international markets.

Most Jambi batik production centers are still concentrated in home industries, particularly in areas across Jambi City, such as Olak Kemang and Tanjung Raden. To date, there are no definitive figures on the number of Jambi batik businesses or the number of artisans

involved. However, various sources indicate that approximately 80% of Jambi's batik businesses are located in Jambi City, with approximately 80 active artisans registered with one Jambi batik association. It is suspected that many more artisans are not registered with the association.

### **Potential and Economic Opportunities of Jambi Batik**

Amidst various limitations, Jambi batik holds significant potential for development. The global trend of increasing appreciation for culture-based and environmentally friendly products could provide a gateway for Jambi batik to expand its market.

Furthermore, Jambi tourism has the potential to support batik marketing. The presence of domestic and international tourists can be leveraged to promote batik as a regional specialty. Another potential lies in product diversification: batik is not only produced as fabric, but also developed into derivative products such as modern clothing, accessories, or home decor. In this way, Jambi batik can achieve greater added value.

### **Obstacles and Challenges to Development**

Despite its advantages, the Jambi batik industry faces various obstacles. First, competition from Javanese batik, which is already more popular, has a wide distribution network, and is known for its greater innovation. Second, there is a lack of design innovation, as most Jambi batik motifs are still influenced by, or even imported from, Javanese batik artisans. This means that Jambi batik does not yet have strong differentiation in the market (Amin et al., 2018; Octavia, 2016; Octavia & Sriayudha, 2017; Simarmata, 2022).

Furthermore, artisans' market orientation remains limited, focusing more on local consumers without a national or global marketing strategy. This situation is exacerbated by the relatively low education level of artisans, most of whom are only high school graduates or less, resulting in weak managerial, design, and digital marketing skills (Amin et al., 2018; Octavia, 2013, 2018). Government support is also considered suboptimal, whether in the form of regulations, promotions, or business development facilities.

### **Jambi Batik Industry Development Strategy**

For the Jambi batik industry to contribute more significantly to improving community welfare, a comprehensive development strategy is required. Several strategic steps include: (a) strengthening human resource capacity, (b) innovation, (c) market expansion, (d) product diversification, and (e) increasing the government's role. These will be explained one by one below.

#### **(1) Strengthening Human Resource Capacity**

One of the crucial problems in the Jambi batik industry is the low capacity of the human resources involved in this industry (Simarmata, 2021b, 2021a, 2023). Therefore, several strategies that can be used to develop this capacity include:

(a) Continual Training and Education. Continuing Training and Education (T&E) is the most common and effective method for improving artisan skills. This method includes: (a) technical batik training, focusing on mastering basic and advanced techniques, such as *canting*, dyeing (including the use of local natural dyes), and the batik rinsing process, (b) entrepreneurship education, aimed at instilling an entrepreneurial spirit in artisans, especially the younger generation, so that they are able not only to produce but also to market economically valuable products, (c) technology training, namely the integration of digital technology for e-commerce marketing, inventory management, and specific production processes to increase efficiency and market reach. Training is a method for improving knowledge and skills. Adriani (2019) advocates the importance of investing in knowledge and skills for human resource development.

(b) Mentoring and Partnerships. This method focuses on direct guidance and strategic collaboration, such as: (a) expert mentoring, involving experts or supervisory agencies (such as the Department of Industry and Trade or the Department of Cooperatives and MSMEs) to provide technical and managerial guidance directly at the production site, (b) external partnerships, such as collaboration with distributors, well-known designers, or large companies (through CSR programs, for example), can assist artisans with marketing and broader market access.

(c) Business Management Development. Management is often a weakness at the MSME level (Amin et al., 2018). This program includes: (a) financial management and accounting training, which aims to help artisans manage their business finances professionally, including access to credit or capital, (b) marketing capacity building, namely introducing appropriate marketing strategies, including the use of social media and participation in exhibitions (local, national, and international). This strategy is considered crucial for expanding product reach.

Overall, strengthening the human resource capacity of the Jambi batik industry requires synergy between artisans, local government, educational institutions, and local communities to ensure the cultural and economic sustainability of the industry in Jambi.

## **(2) Innovation**

There are two serious challenges currently facing the Jambi batik industry. The first is competition, and the second is innovation. The competitive challenge arises from low competitiveness compared to non-Jambi batik, particularly Javanese one, which has developed earlier in terms of motifs and quality. The increasing presence of Jambi batik businesses also creates internal challenges, as fellow Jambi batik businesses compete to capture market share, focusing solely on the local market (Octavia & Sriayudha, 2017; Simarmata, 2022, 2023).

The second challenge is innovation. This challenge arises from consumer demands. Today, Jambi batik consumers tend to have very stringent demands for product quality, service, and affordable prices. The variety of batik products (not only Jambi batik but also batik from other regions, especially Java) circulating in the market today makes consumers increasingly selective (Simarmata, 2023).

Based on this explanation, Jambi batik entrepreneurs need to implement at least three types of innovation: product innovation, service innovation, and price innovation. Therefore, Jambi batik entrepreneurs need to collaborate with young designers to innovate products and marketing experts to innovate services and prices.

## **(3) Market Expansion**

Market expansion is a business growth strategy that focuses on introducing and selling products to new markets or new customer segments. This strategy aims to increase sales volume, revenue, and competitiveness by expanding operational reach both geographically and demographically (Armstrong et al., 2018; Kotler, 2011).

There are two strategies that can be used to expand the geographic market. First, opening markets in other regions of Indonesia. Second, opening export markets. Both domestic and foreign markets need to be approached with adequate market feasibility studies. This aims to understand market preferences.

Demographic-based market expansion can be achieved by categorizing consumers into specific groups, such as age and gender. Based on age, consumers can be categorized into children, adolescents, and adults. These age groups are believed to have different tastes. Meanwhile, in terms of gender, consumers are categorized into men and women. By understanding the tastes of each of these groups, Jambi batik entrepreneurs can easily determine what products to offer.

#### **(4) Product Diversification**

Product diversification is a business strategy that involves expanding the product line offered to existing or new markets. Product diversification, essentially, aims to reduce the risk of market failure, increase sales and profits, meet diverse consumer needs, expand market share, and build brand value (Kotler, 2011).

In the context of Jambi batik, product diversification can be achieved through various strategies, such as changing the function, shape, design, motif, or manufacturing technology while maintaining local cultural characteristics, such as the Angso Duo, Batang Hari, and Durian Pecah motifs. Specifically, this article outlines four strategies for product diversification:

(a) Developing functional, everyday products. With this strategy, artisans apply Jambi batik motifs to various products used in everyday life, such as: a) contemporary ready-to-wear clothing with modern designs such as blouses, skirts, and outerwear; b) fashion accessories such as bags combined with purun weave or other materials; c) shoes, sandals, scarves, hats, and ties with Jambi batik motifs; and household items such as tablecloths, curtains, bed sheets, or lampshades with Jambi batik motifs for interior decoration.

(b) Innovation in materials and production techniques. With this strategy, there are at least three things that can be done: utilizing natural dyes that are unique to Jambi, combining batik with other materials such as leather, denim, or plain fabrics to create a modern look, and conducting technical experiments, for example, trying different printing techniques such as eco-printing.

(c) Marketing and Branding. This strategy includes cultural storytelling (utilizing the philosophical values behind each motif to attract consumers who value history and culture), collaboration (for example, collaborating with local, national, and international designers to create exclusive products), digital utilization (using social media and e-commerce platforms for global promotion and sales), and attractive packaging (improving packaging quality by using attractive and environmentally friendly materials).

(d) Education and Experience. This strategy can achieve at least two things. First, Educational Tour Packages offer tours and batik workshops where visitors can learn batik while learning about history and making batik products. This package creates a valuable experience for visitors in addition to receiving a physical product they have made themselves. Second, souvenir products. This strategy aims to develop Jambi batik products as souvenirs or gifts typical of Jambi, given to visitors or party guests.

By implementing product diversification as mentioned above, Jambi batik artisans and entrepreneurs can increase their competitiveness, expand their market, and most importantly, help preserve Jambi culture.

#### **(5) Increasing the government's role.**

The government plays a strategic role in the Jambi batik industry development scheme. This is based on the principle that the development of the Jambi batik industry aims to improve the welfare of the community, and one of the government's duties is to improve public welfare. Therefore, if the government participates in developing the Jambi batik industry, it is an effort to improve public welfare.

There are at least four roles the government can play in developing the Jambi batik industry. First, as regulator and policymaker. In this regard, the government could issue a policy requiring community groups such as civil servants, students, and others to wear Jambi batik on certain days. This could create more stable and even increased market demand.

Second, as a facilitator and financial supporter. In this role, the government would facilitate Jambi batik MSMEs in obtaining capital through low-interest business loans and provide assistance or grants for more modern production equipment. Third, training and human

resource capacity development, such as improving the quality of human resources in technical and business management fields. Fourth, promotion and market expansion. Some of the government's actions in this role include providing promotional and exhibition facilities, developing Jambi batik industry centers, and fostering collective branding.

Overall, the government's role is to create a conducive ecosystem where cultural aspects (distinctive motifs with natural dyes) meet economic aspects (business management, market access) to ensure the sustainable development of the Jambi batik industry.

With these various strategies, the Jambi batik industry can not only maintain its cultural value but also develop as a creative economy sector that increases community income and welfare.

## CONCLUSION

Jambi batik has unique motifs, colors, and the use of natural dyes, which have the potential to generate income for the community while strengthening the region's cultural identity. However, the development of the Jambi batik industry still faces various obstacles, such as limited design innovation, low market orientation, limited human resources for artisans, and suboptimal government support.

To make Jambi batik a leading sector that improves community welfare, a creative economy-based development strategy is needed. This includes strengthening artisan capacity, supporting government policies and promotions, design innovation, and expanding national and global markets. Thus, Jambi batik will not only become a cultural symbol but can also make a real contribution to improving the welfare of the Jambi people. (Paul Michael Romer, 1990).

## REFERENSI

- Adriani, E. (2019). Pengukuran Modal Manusia (suatu studi literatur). *J-MAS (Jurnal Manajemen Dan Sains)*, 4(1), 176–183.
- Amin, S., Heriberta, & Kurniawan, D. (2018). Family Business Management Model on Fashion Home Industry Jambinese Batik. *KnE Social Sciences*, 3(10), 612–623. <https://doi.org/10.18502/kss.v3i10.3408>
- Armstrong, G., Adam, S., Denize, S., Volkov, M., & Kotler, P. (2018). *Principles of Marketing*. Pearson Australia.
- Barney, J. (1991). Firm resources and sustained competitive advantage. *Journal of Management*, 17(1), 99–120.
- BPS Provinsi Jambi. (2023). *Provinsi Jambi dalam angka 2023*. BPS Provinsi Jambi.
- Caves, R. E. (2002). *Creative Industries: contracts between art and commerce*. Harvard University Press.
- Florida, R. (2002). *The rise of the creative class: And how it's transforming work, leisure, community and everyday life*. Basic Books.
- Gutierrez, L. M. (1995). Understanding the empowerment process: Does consciousness make a difference? *Social Work Research*, 19(4), 229–237.
- Howkins, J. (2013). *Creative Economy: How people make money from ideas* (2nd ed.). SAGE Publisher.
- Kotler, P. (2011). Philip Kotler's contributions to marketing theory and practice. *Review of Marketing Research*, 8(Special Issue), 87–120. [https://doi.org/10.1108/S1548-6435\(2011\)0000008007](https://doi.org/10.1108/S1548-6435(2011)0000008007)
- Landry, C. (2012). *The Creative City: A toolkit for urban innovators*. Routledge.
- Miller, D. (1988). Relating Porter's business strategies to environment and structure: analysis and performance implications. *Academy of Management Journal*, 31(2), 280–308.

- Nengsih, T. A., Minarsi, A., & Ismail, M. (2021). Unggul Bersaing Batik Jambi: Studi Batik Berkah Jambi. *Jurnal Manajemen Dan Sains (J-MAS)*, 6(2), 506–510. <https://doi.org/10.33087/jmas.v6i2.290>
- Octavia, A. (2013). Strategi Positioning Produk Batik Jambi. *Jurnal Manajemen Terapan Dan Keuangan*, 2(3), 290–304.
- Octavia, A. (2016). Peningkatan Kinerja Bisnis UKM Batik Jambi melalui Entrepreneurship Training. *Jurnal Manajemen Terapan Dan Keuangan*, 5(1), 1–6. <https://doi.org/10.1017/CBO9781107415324.004>
- Octavia, A. (2018). Business environment as an intervening variable of market orientation and business performance of Batik Jambi SMEs. *Jurnal Perspektif Pembiayaan Dan Pembangunan Daerah*, 5(3), 141–148. <https://doi.org/10.22437/ppd.v5i3.4605>
- Octavia, A., & Sriyudha, Y. (2017). Lingkungan Bisnis dan Kinerja UKM Batik Jambi. *Prosiding Seminar Nasional AIMI*, 276–282.
- Porter, M. E. (1990). The Competitive Advantage of Nations. *Harvard Business Review*, 282–295. [http://s3.amazonaws.com/academia.edu.documents/34289003/CompetitiveAdvantageOfNations.pdf?AWSAccessKeyId=AKIAIWOWYYGZ2Y53UL3A&Expires=1497113847&Signature=KzLFhG%2BYBgxy8ioK3sqnE3f8%2B%2FQ%3D&response-content-disposition=inline%3B filename%3DThe\\_Competi](http://s3.amazonaws.com/academia.edu.documents/34289003/CompetitiveAdvantageOfNations.pdf?AWSAccessKeyId=AKIAIWOWYYGZ2Y53UL3A&Expires=1497113847&Signature=KzLFhG%2BYBgxy8ioK3sqnE3f8%2B%2FQ%3D&response-content-disposition=inline%3B filename%3DThe_Competi)
- Porter, M. E. (2001). *The Competitive Advantage of Nations*. <http://scholar.google.com/scholar?hl=en%7B%7DbtnG=Search%7B%7Dq=intitle:Copyright+%7B%7D2001.+All+Rights+Reserved.%7B%7D0>
- Romer, P. M. (1990). Endogenous Technological Change. *Journal of Political Economy*, 98(5-Part 2), S71–S102.
- Sen, A. (1999). *Development as freedom*. Oxford University Press.
- Simarmata, J. (2021a). Peran Mediasi Human Capital dan Kinerja Individu dalam Hubungan Praktek MSDM dengan Kinerja Organisasi. *J-MAS (Jurnal Manajemen Dan Sains)*, 6(2), 383–390. <https://doi.org/10.33087/jmas.v6i2.300>
- Simarmata, J. (2021b). Praktek MSDM dalam meningkatkan kinerja organisasi dengan human capital dan kinerja individu sebagai variabel mediasi pada industri batik Jambi. In *Dissertation*. Jambi University.
- Simarmata, J. (2022). *Efektivitas MSDM untuk melejitkan kinerja bisnis UMKM: bukti empiris dari industri batik Jambi* (Sihol Situngkir (ed.)). YPSMI.
- Simarmata, J. (2023). Pengaruh Stimulus Inovasi terhadap Kinerja Inovasi Dengan Kapabilitas Inovasi sebagai Mediator: Analisis Empiris Pada Industri Batik. *Jurnal Ilmiah Universitas Batanghari Jambi*, 23(1), 182. <https://doi.org/10.33087/jiubj.v23i1.3111>
- Siregar, A. P., Raya, A. B., Nugroho, A. D., Indana, F., Prasada, I. M. Y., Andiani, R., Simbolon, T. G. Y., & Kinasih, A. T. (2020). Upaya pengembangan industri batik di Indonesia. *Dinamika Kerajinan Dan Batik (DKB): Majalah Ilmiah*, 37(1), 79–92. <https://doi.org/10.22322/dkb.V36i1.4149>
- Smith, A. (1976). *An inquiry into the nature and causes of the wealth of nations* (E. Cannans (ed.)). University of Chicago Press.
- Sugiyono. (2016). *Metode Penelitian Manajemen*. Penerbit Alfabeta.
- Sumaryadi, I. N. (2005). *Perencanaan pembangunan daerah otonom & pemberdayaan masyarakat*. Citra Utama.