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## Training and Accompaniment Innovation Product Superior and Marketing

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### ABSTRACT

Batik and eco-print SMEs are currently the leading products in Bulu Putren, Putren Village has good prospects. The main problems which become inhibitor development of SMEs batik and eco print are in the field of human resources. Because looking for human resources that are tenacious, skilled, and following the field difficult in an era now, solution carried out in community service to fulfill the need to increase human resources recruit people who are already skilled from training that has been done that too can conduct independent training for prospective employees if they do not know the world of batik and eco print. Apart from that, community service can do is to innovate products and product diversification, provide equipment assistance that supports the production process, for product results will for sale so that more interesting, and practice development sales and promotion, which is effective through offline marketing by selling at bazaar stands when there are exhibitions and can also be done online through some media social like Instagram, Facebook, and Marketplaces other. Results after training and assistance show additional variations in the type of product and packaging that can be directly obtained from upgrade sales turnover.

Keywords: Batik and Eco-Print, Bulu Putren Village, Marketing, Product Innovation, and SMEs.



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### INTRODUCTION

Batik, an ancestral heritage of the Indonesian nation, has a distinctiveness and uniqueness that distinguishes it from other nations (Iskandar & Kustiyah, 2017). Batik, from a cultural aspect, is a high-level art. Batik is not just a cloth written using wax (liquid wax). The pattern (motif) of batik has a philosophy that is very close to the culture of each community. Batik is the pride of the Indonesian nation; an identity passed down for hundreds of years. The art of batik making can be done by several people who are members of an association but can also be done by individuals. This individual batik business emerged because of the birth of various Micro, Small, and Medium Enterprises (MSMEs) that are developing today (Balik et al., 2023). Based on Pusdatin Data from the Ministry of Industry (2021), Indonesia exports batik worth USD 604 million. The number of batik industries in Indonesia in 2021 is shown in Table 1.

**Table 1. Number of Batik Industries by Business Scale in Indonesia in 2021**

No.	Business Scale	Number of Industries	Percentage (%)
1.	Micro	1.794	60,79
2.	Small	815	27,62
3.	Intermediate	342	11,59
Total Industri Batik di Indonesia		2.951	100

Source: Ministry of Industry Indonesia, 2021

Table 1 shows that the number of micro-enterprise-scale batik industries in Indonesia in 2021 is 1,794, the number of small-scale batik industries is 815, and the number of medium-scale industries is 342. This shows that most of the batik industry in Indonesia is a micro-scale industry with a percentage of 60.79%. The number of batik industries in East Java is as many as 176 industries. The number of batik industries in Indonesia will increase people's income. Also, batik has a role as a material for making masks during the COVID-19 pandemic, which aims to prevent transmission of the COVID-19 virus (Nursalim et al., 2023). This results from the increased demand for masks during the COVID-19 pandemic, and their use has grown worldwide to combat the unprecedented pandemic. Batik plays a role in improving the economy of households and communities and the health sector.

Batik is an illustrated Indonesian cloth that is made specifically by writing or applying wax on the cloth. The processing is processed in a certain way which has its characteristics, as whole technique, technology, as well as development motive and culture related, by UNESCO has designated as a Humanitarian Heritage for (Masterpieces of the Oral and Intangible Culture Intangible Heritage of Humanity ) since October 2, 2009. Since then, October 2 has been designated as Batik Day National. Recognition from UNESCO regarding batik as Indonesia's cultural heritage makes the momentum of the AEC and ACFTA international trade agreements a strategic step to promote batik to the international world (Andriana & Septiana, 2020). Small and Micro Medium Enterprises (MSMEs) in Indonesia still have various problems both in terms of production, management and marketing (Djajanto et al., 2021).

Bulu Putren, Putren Village, is in the Sukomoro District, Nganjuk Regency. Sector development The economy in Bulu Putren, Putren village, is supported by batik and eco-print SMEs. Currently, eye livelihood residents in Putren village daughter average as farmers and part entrepreneurs in small and medium enterprises such as the batik-making industry and eco print. Putren Bulu Putren village is also developing its area to become a cooperating batik and eco print center area directly with STIE Nganjuk and the Office of Cooperatives and SMEs Nganjuk Regency. The batik and eco print industry is one of the small industries contributing greatly to the increased local community economy. The novelty in this service is the innovation of eco-print and marketing through social media applied to the batik industry in Bulu Puntren Village, Sukomoro District, Nganjuk Regency. This is because the batik industry in Bulu Puntren Village still has not made much innovation in producing batik. In addition, the batik industry has not done optimal marketing through social media. The effect that increases the use of technology in design innovation, production processes, or digital marketing is that it can increase sales (Andansari et al., 2023). In line with Rahmawati et al., (2020), increasing the capacity building of universities in applying science and technology is sustainably needed by industry and society, thus strengthening the competitiveness and level of community welfare.

Fabric art techniques similar to batik can be found in various cultures worldwide, such as Nigeria, China, India, Malaysia, Sri Lanka, and other areas in Indonesia. Indonesian coastal batik from the island of Java has a long history of acculturation, with various patterns being influenced by various cultures, as well as the most developed in pattern, technique, and quality of craft compared to batik from other regions. Batik is considered an important cultural icon in Indonesia (Tyas &

Damayanti, 2018). Indonesian people wear batik as casual and formal clothing that can be used in various events. Ecoprint is a printing technique related to materials experience—for example, plants, foliage, and flowers. In Indonesian society, the term eco print is a foreign term. But in fashion, the term eco print is very familiar. It was derived from the words eco and print. Ecoprint is a printing and coloring technique that makes products using natural ingredients (Setyaningrum et al., 2020). In fashion, eco print is a technique that requires a lot of media from plants, such as leaves, flowers, and twigs, to the roots (Sifaunajah et al., 2020). Motives must be related to the curves and shapes of the plants used. Ecoprint is a limited technique. That is, it can only be used on media such as cloth. That's cloth, too, derived from fiber experience. However, a lot of superiority from technique use eco print.

## **METHODS**

The methods used in making Batik and Ecoprint use several methods practiced based on research method, experiment and improvisation method, and data collection method (Rahmawati et al., 2020). The practiced-based research method is carried out by conducting research first and then practicing the batik industry in Bulu Puntren Village, Sukomoro District, Nganjuk Regency. In practice, experiments and improvisations related to eco-print are carried out to increase batik product innovation by using natural materials. Data was collected to inform readers about batik and eco-print in Bulu Puntren Village, Sukomoro District, Nganjuk Regency.

### **1. Method Practiced-based Research.**

Method Practiced based Research, or so-called with-method study practice-based, is an original search used to acquire new knowledge, which in general Much of this knowledge is acquired through practice. According to Smith & Dean (2009), practice based research is the practice of producing knowledge in research, which grows from doing creative work and/or in documenting and theorizing the work. Then can get results from that practice. With this method, we can know the steps or stages which must start to make a study. The study-based practice could live used for the applied field concerned. The next method will combine the Experimental method and Improvisation.

### **2. Method Experiment and Improvisation**

The method of improvisation falls into the larger category of creativity, i.e., the process of creating something different and new over a time (Lewis & Lovatt, 2013). The main difference between improvisation and creativity is that improvisation must be done spontaneously, on the spot, leaving no opportunity for correction and no time for conscious preparation of the materials used. In this method, especially experiments, in making Ecoprint batik, we use materials derived from nature such as plants whose leaves, petioles, and flowers can be used directly and printed or applied on the fabric. The leaves commonly used are teak, china doll, kalpataru, cypress, tabebuia, kenikir, eucalyptus, ketapang, and acacia. For our coloring also use materials made from a mixture of natural ingredients. The writer will improvise if new ideas are found during the experiment.

### **3. Method Collection Data**

After going through several methods, of course, we produce data where the data is very useful for this research. The collection of this data can be useful so that readers know the data collected is indeed accurate truth. So that it can be used as a reference or guide at the moment want to research Batik and Ecoprint.

## **RESULTS AND DISCUSSION**

This activity is carried out so that students can add insight into the development of Batik and Ecoprint. In this study, data were obtained in the manufacture of Batik and Ecoprint, which were carried out for five days, namely on 14 - 18 November 2022 in Bulu Putren, Putren Village, Sukomoro District, Nganjuk Regency, Province Java East. Aim training this for push unemployment and create various income. It is hoped that after conducting this training, they will be able to develop new skills. The participants' enthusiasm was very high, making the atmosphere becomes very rousing. Discussion includes offering solutions to solving problems and recording the equipment MSMEs need to increase productivity, innovation, diversification of products, and hygiene from the product.

In Indonesia, batik is divided into 3 based on how it is made (Nurainun et al., 2008) :

1. Batik Tulis, originally batik was made on a material with white color made of cotton called mori cloth, now batik is also made on other materials such as silk, polyester and rayon and other synthetic materials. Batik motifs are formed with wax or night liquid using a tool called canting for fine motifs or T-shirts for large motifs. The fabric that has been painted with wax is then dyed in the desired color, usually starting with light colors. Immersion is then done for other motifs with older or darker colors. After several dyeing processes, the cloth that has been batik is dipped in chemicals to dissolve the wax.
2. Batik cap, for batik cap using the same process, it's just that the depiction of motifs is done using a stamp or copper stamp. The cloth is held on a long table, then the stamp is dipped in wax and pressed on the cloth back and forth.
3. Batik printing, produced by machine.

Sustainable fashion helps solve the issue of environmental pollution caused by the fashion industry because the production process and the use of raw materials are very concerned about the environmental impact. One example of sustainable and environmentally friendly fashion products is eco-print. The eco-print technique is a method of moving motifs and colors directly on fabric. This process aims to give motifs and colors to fabrics using natural materials. The motifs and colors produced by this eco-print technique are unique and cannot be reproduced with the same motif to produce products with high selling value. The eco-print technique uses plants such as leaves, flowers, stems, and bark with dyes that the fabric will absorb. The solution to the colors used is to use materials from nature that are already around us, so spending is maintained and will return with more. Therefore patience in the finishing process for the process.

Clothing designs are made to carry the concept of zero waste fashion that eliminates convection waste such as brackets, or by making multi-functional clothing (one product for many uses, can be used back and forth or used in several different styles by adding or subtracting certain components), and also doing upcycling, which is an approach to designing by-products, waste, materials or used products into something new with better quality and greater value, for example by making patchwork leftover stitches into wallets, bags or accessories such as necklaces, brooches, etc.

The details of the activities that have been carried out are making Batik Ecoprint and then making Batik use canting. On-field production is with giving training and accompaniment methods using various materials that are applied in the manufacture of Batik and Ecoprint to produce a great product. In the management field, namely providing training ranging from planning, directing, and supervising product quality.

Process manufacture :

1. Batik, originally batik was made of a white material made of cotton, which is called cloth Mori. Nowadays, batik is also made on top of other materials such as silk, polyester, rayon, and synthetic materials. Batik motifs are formed with liquid candles or night with the useful tool

called canting for motive fine or jersey for motive big. The cloth has been painted with candles and then dyed to the desired color, usually starting with light colors. Dyeing is then done for other motifs with darker or darker colors. After several processes of coloring, cloth with batik was dipped into an ingredient chemical to dissolve the candle. The preparation process of selecting Mori cloth to make batik is shown in Figure 1.



Figure 1. Mori Cloth Selection Preparation for Making Batik

Source: Primary Data, 2022

2. Ecoprint medium, the first step of the artisans is to spread mica plastic sheets on the floor. Next, prepare the cloth that has been scoured and mordant. The main fabric is selected from the fabric that has been dipped mordant. Then spread cloth main on plastic—the next system leaves in a manner life or those who have been treated. Cover the main fabric with a blanket or blocking cloth, then cover it with plastic again. Roll the cloth using a pipe or wooden stick, then tie it strong and steam for 2 O'clock. Let it cool, then open and clean cloth from leaves. Drycloth, wind - air it, leave it for seven days and do the fixation. Be ready for eco-print batik worn. Ecoprint is a natural dye that directly penetrates cellulose fibers. Ecoprint technique is a process to transfer color and shape to fabric through direct contact between fabric and leaves (Tresnarupi & Hendrawan, 2019). The manufacturing process of medium ecoprint is shown in Figure 2.



Figure 2. Medium Ecoprint Manufacturing Process

Source: Primary Data, 2022

3. Basic eco-print, starting with laying PP plastic on the floor or table. Fabric that has been on sourcing and mordant dipped in the acidic solution (alum, tunjung, lime, tannin, etc.) for 3-5 minutes while kneading squeezed out, then spread over the plastic. Close the main cloth, which was already given the arrangement leaf earlier with plastic pp. Roll cloth with pipe or stick wood; tie tightly and steam for 2 hours; let it cool, then open and clean the cloth from the leaf. After that, dry the cloth, wind-wind, and leave for seven days. The last step is fixation. The

process of making a basic eco-print is shown in Figure 3.



Figure 3. Basic Eco-print Manufacturing Process  
Source: Primary Data, 2022

Amid an increasingly competitive business world, efforts must be made by business people, one of which is to attract consumers. This is because if business actors want to maintain business and increase business profitability, business people must always strive to increase consumer satisfaction by meeting consumer needs and expectations. Related is the existence of a fundamental marketing strategy in developing a business. In this era, batik business actors not only produce batik but also must be able to explore their abilities through competitions, exhibitions, workshops, and batik trainers. This activity is a form of encouragement and support to develop batik so that it is better known and accepted by the wider community. So that digital marketing counseling can be an opportunity for batik artisans to optimize their ability to understand and master the market. The development of digital technology allows batik industry players in Bulu Putren Village, Sukomoro District, Nganjuk Regency to market eco-print batik products online and make transactions through the online banking system. The potential use of digital marketing requires a technologically literate society, which requires training on introducing and using communication technology.

This service is in line with (Hariyanto et al., 2024) that social media marketing is important in purchasing decisions. In this community service, the marketing approach through social media will reach wider marketing. Innovation is also done by improvising in practice using eco-prints that utilize available natural materials. In line with (Ong et al., 2021) that the factors that influence the use of technology for innovation/product development are factors such as the availability of technology information, financial condition factors, and technology availability factors so; that these factors are important to consider in innovation or product development. Interestingly, the marketing mix had the highest effect on actual purchasing, indicating that innovation dynamics are key to purchasing behavior. With the changes that may be made to the apparel industry during the COVID-19 pandemic, consumers can have a better experience and will lead to intent to purchase. It will also highlight how a company will be driven by the customer experience of open innovation, in line with the study of Kokins et al. (2021).

## CONCLUSION

The results of community service activities from UMKM Batik Production and Bulu Village Eco-print Putren, Nganjuk Regency, the impact can be felt directly by these MSMEs and can afford it increase sales turnover to improve the economy in the village. Besides that, this activity can support the work program of the District Office of Cooperatives and Micro Enterprises. Sleepy as well as STIE sleepy related development MSMEs and economy people village. Participants and owners of MSMEs could improve their ability, skills, knowledge about development products, product diversification, use of appropriate equipment and machines, design and packaging, and marketing the product individually online through social media.

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