

## Influence Home Industry Kampoeng Batik Laweyan To Community Economy in the Laweyan Region of Surakarta

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### ABSTRACT

Surakarta is a city that is famous for its culture, industry, etc. Surakarta is also one of the districts in Central Java which has superior potential and functions in various sectors which can be utilized to improve welfare and increase people's income. One of them is in the industrial sector. A small and medium home industry that can increase people's income is the batik home industry. In Laweyan Batik Village, Laweyan District, Surakarta City, there are several batik home industries that can increase the income of the local community. The aim of this research is to analyze the influence of the batik home industry on increasing the income of the people of Kampung Batik Laweyan, Laweyan District, Surakarta City. This type of research is descriptive with a qualitative approach. Data collection techniques used include: 1). Informant observations, 2). Field survey, 3). In-depth interviews, 4). Documentation. The results of the research show that the batik home industry has an influence in increasing the income of the surrounding community. The efforts made by the owner of the batik home industry to increase the income of the surrounding community are by taking batik home industry workers from the surrounding community and increasing the batik production output and expanding the market and promoting it through the media. social services so that it will increase workers' income

### KEYWORDS

Batik Home Industry  
Development Regional  
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### 1. Introduction

Industry is a business or activity that processes raw materials or semi-finished goods into finished goods that have added value to make a profit. Industrial products are not only in the form of goods, but also in the form of services (Minister of Industry Regulation No.41/MIND/PER/6/2008). The aim of establishing industry is to support the wheels of the economy. Apart from that, it also aims to provide employment opportunities for the community, increase people's income, and meet market needs, one of which is a home industry.

Home industry or home industry or home industry is a business unit that is not in the form of a legal entity and is carried out by one person or several members of the house ladder that has labor four people or more with activities change basic material become goods So or half So or from Which mark sell it not enough become more with the aim of selling, home industry is a small-scale company, usually this company only uses one or two houses as a production, administration and marketing center simultaneously (Burhanuddin et al., 2023). Home industry has an important role in



developing the local economy. Apart from that, home industry can also be a solution to economic and employment problems such as unemployment and lack of job opportunities (Rahayu, 2022).

Home industry is able to expand employment opportunities and provide broad economic services to the community, can play a role in improving the community's economy and family income, reducing unemployment and improving community welfare. The function of home industry is:

1. Strengthening the national economy through various business linkages such as supplier, production, distribution and marketing functions for large industrial products. Small businesses as transformers between sectors that have forward and backward links.
2. Increase efficiency economy, especially in absorb source existing power. business Small businesses are very flexible because they can absorb local labor and resources and increase human resources so they can become strong entrepreneurs
3. As a means of distributing national income, a means of equalizing business and income, because the numbers are spread across urban and rural areas.

In Surakarta there is the oldest Batik village in Indonesia, namely Kampung Laweyan which is a unique, specific and historic batik center and there are more than 50 small industries and intermediate. For batik lovers. Laweyan is the right place to look for batik and accessories, because Laweyan is a batik market, batik boutique and batik wholesaler, both original batik (written batik), stamped batik, printed or screen printed batik with varying prices. This industry makes a big contribution to economic progress in the city of Solo, Laweyan village, especially the majority of which come from home industry (Hariani, 2020). Laweyan is the region with the highest population of MSMEs known internationally (Rini, 2017). The Laweyan area in the cultural map at the beginning of the 20th century is different from Laweyan in the current administrative area. The Laweyan area at the beginning of the 20th century included the administrative areas of three sub-districts, namely Sondakan, Laweyan, and Bumi. All three are included in the Laweyan District, Surakarta City. This research only takes house objects in sub-districts Laweyan And Earth, Because object house in Ward Sondakan No get permission to research. The following is a map of the Laweyan area which is part of Surakarta City and Laweyan District (Hastuti, 2016).

Learning is a process carried out by students to gain knowledge while teaching is one of the teacher's potentials in the form of mastery and skills in carrying out the teaching process. The success of a teaching and learning process is inseparable from a learning model that is carried out so that the goals are achieved properly, because the learning model is a tool to achieve a goal (Yulaini and Anggraini 2020).

The batik industry is a business which includes the production process of creating distinctive patterns or images on fabric (silk, cotton, chiffon, etc.) according to the desired image using wax (batik wax). The benefit of the batik industry is that it can remember national culture which is passed down from generation to generation in a very elegant way, taught and used as a benchmark for a person's maturity, developing creativity will encourage the enthusiasm of batik artists to work, increasing income because batik has added value which is very easy to calculate the value of buying and selling to make a profit and increase income, support the world of tourism in introducing batik as a component of tourism in an area. (Puji Lestari. R & Kirwani, 2015)

Laweyan Village is located not far from the Surakarta Palace where there are several important sites such as the tomb of Ki Ageng Anis, Laweyan Village is also one of the areas where Sunan Kalijaga spread religious messages. Laweyan itself comes from the word lawe, namely thread and previously laweyan was one of the centers craft batik write And stamp whose production Still done properly traditional (Diana Elma Widyaningrum, 2012). The land use of the Kampung Laweyan area is currently dominated by residential, commercial and batik industrial activities which are classified as mixed use, namely for residential and batik industrial activities, especially in the village, while trade/commercial use dominates inside Jalan DR. Rajiman. These conditions are in accordance with

the designation determined for this area, namely as a batik home industry area (Basworo & Sujadi, 2018).

Kampoeng Batik Laweyan is a central area for the development of the batik craft industry in the city of Surakarta which has been established for a long time and industrial activities are carried out hereditary. Most batik production in Laweyan still uses traditional technology. Traditional technology is still maintained to maintain the distinctiveness and uniqueness of Laweyan batik (Setyanto et al., 2015). The potential of the Laweyan sub-district is the existence of a batik industry center which produces batik of superior quality and is in great demand by the public. Some of the residents of Laweyan sub-district are batik entrepreneurs, while some of them are also players in the batik craft industry such as laborer factory batik, or batik traders, so that economic activities occur in the sub-district batik This dominated by activities industry craft batik. Matter This is existence from local economic activities that occur in the city of Surakarta (Fian Permana Wihastoro, 2021

## 2. Method

The research method used is a qualitative descriptive research method. In descriptive research with a qualitative approach, it is directed at examining symptoms, facts, or incidents systematically and accurately, regarding the characteristics of a particular population or area. Analyzing data by describing or illustrating the data that has been obtained as it is without intending to draw conclusions that apply to the general public or generalization. The approach used is a qualitative approach, namely an approach that aims to understand the underlying meaning of human behavior. The object in qualitative research is called a social situation which consists of three components, namely, place, actor and activity. This research done in Laweyan Batik Village, Laweyan District, Surakarta City. The objects of this research are people who work in the batik home industry and the owners of the batik home industry in Kampoeng Batik Laweyan, Laweyan subdistrict, Surakarta city.

In collecting data, researchers used data collection techniques, namely field surveys and informant observation by observing research subjects directly use the whole tool senses. Interview deep done properly directly face to face with the informant with the aim of getting a complete picture of the topic being studied. Documentation done For obtain data secondary, with gather And study data or documents related to the problem being studied.

Data analysis takes place simultaneously with the data collection process, including three flows activity that is reduction data, presentation data, And withdrawal conclusion or verification. Data reduction means data obtained from the field is outlined in a complete detailed description or report. Data presentation done with simplify results information complexes that have been obtained from the field into a simple form so that it is easy to understand.

## 3. Results and Discussion

### 3.1. Analysis Region Study

Laweyan is one of the oldest and most famous batik centers in the city of Solo after Kauman Batik Village. This village has an area of 24.83 hectares and has a population of approximately 2500 residents, most of whom work as traders or batik makers (Ni Putu Diah Untari Ningsih, 2020). Laweyan batik village has become a Solo batik icon since the 19th century when the first traders' association was formed, namely the Islamic Trade Sarikat which was founded by Haji Samanhudi in 1912 (Wijayanti & Sumardiyono, 2019). To date, 250 batik motifs typical of Kampung Batik Laweyan have been patented. Apart from having a history as the oldest batik city, the architectural style of the batik village is also a special attraction for tourists. High walls and narrow alleys are the distinctive character of this batik village. The houses of Laweyan batik traders are heavily influenced by Javanese, European, Chinese and Islamic architecture. This luxurious building is a characteristic of the glory of the indigenous Laweyan batik merchants at that time and was known as "Gal Gendhu".

### 3.2. Profile Home Industry in Kampong Batik Laweyan

The Laweyan batik village home industry was already developing before the 15th century AD the reign of Sultan Hadiwijaya (Joko Tingkir) at the Pajang Palace. At that time, Laweyan batik craftsmen began to build a written batik industry with natural dyes so that Laweyan village continued to develop into the oldest batik producing area in Indonesia. Laweyan Village has a history of developing batik in Solo which has had a strong influence on the formation of its specific area, which is different from other areas. Where around the 50s-60s Laweyan had earned the nickname as the largest batik production center (Batik Craft center) in the Surakarta residency (Khamzani, 2014). Laweyan batik village is a unique, specific and historic batik industrial center area that existed before independence. Laweyan village once played an important role in political life, especially during the growth of the national movement. Around 1911 the Islamic Trade Union (SDI) was founded in Laweyan village with Kyai Haji Samanhudi as its founder. In the economic field, Laweyan batik merchants were also pioneers of the cooperative movement by establishing them "(Theory & Space, 2000) Persatoean Boemi Putera Soerakarta Batik Company" in 1935 (Khamzani, 2014).

The Laweyan batik industry experienced its peak in the 1900s during the independence movement led by the Islamic Trade Union (SDI) led by KH Samanhudi. Compared to written batik, the process of making stamped batik is relatively easier, faster and more economical so that the selling price is more acceptable to the general public. At that time, the name Tjokrosoemarto emerged, a phenomenal batik boss, he had the largest batik industry in Laweyan, his turnover was extraordinary, supported by batik craftsmen from various regions on the island of Java. His marketing area is not only domestic, Tjokrosoemarto also markets batik internationally. He is the first batik exporter from Indonesia.

In its development, in the management of the Laweyan Batik Village in Surakarta there is the Laweyan Batik Village Development Forum (FPKBL). The Laweyan Batik Village Development Forum (FPKBL) is one of the efforts in destination management to the village Laweyan batik still exists today (Kusumastuti et al., 2019). There are several home industries in Laweyan batik village, namely:

#### 1. Batik Marine Laweyan

In 1990 Eni Rusmarin started a fashion business by accepting orders for manufacturing services miscellaneous fashion woman like skirt, blouse, dresses, negligee, kebaya modern, abaya And headscarf. Starting from only accepting orders from neighbors, relatives and close friends, this business continues to grow by accepting orders from clients from various cities in Indonesia. Along with the development of Kampong Batik Laweyan from 2004 to 2009 which showed a positive trend, Eni Rusmarin began producing batik clothes for the lower middle market segmentation as part of its business development efforts. In October 2009 Eni Rusmarin and Erma Hidayati (sister) founded CV ERMARIN JAYA to legalize the company while opening up opportunities for market expansion in the future. Since 2011 CV ERMARIN JAYA started producing Exclusive Women's Batik Clothes with the BATIK MARIN LAWEYAN brand for the middle to upper market in accordance with client demand trends, namely by models like:

- a. Dress Batik Opnezel
- b. Dress Torn Batik
- c. Dress Batik Patch
- d. Dress Batik

#### 2. Batik Crown Laweyan

Batik Mahkota Laweyan is the successor of "Batik Puspowidjoto" which was founded in 1956 at Sayangan Kulon no. 9 Laweyan Solo. "Batik Puspowidjoto" was founded by the late/deceased Mr. Radjiman Puspowidjoto and Mrs. Tijori Puspowidjoto produce traditional written

and stamped batik, one of which is famous for the brand "Mahkota PW". The superior product at that time was batik with the "Tirto Tejo" motif. After the death of its founder, between 1993 and 2005 "Batik Puspowidjoto" experienced a production vacuum. After the launch of Laweyan as Kampoeng Batik on September 25 2004, it spurred batik entrepreneurs who had long experienced a vacuum to produce again. One of the batik companies that has revived is "Batik Puspowidjoto" using name "*CROWBATIK LAWEYAN*". BATIK CROWN LAWEYAN established on October 1, 2005 by one daughter of Mr/Mrs Puspowidjoto (Juliani Prasetyaningrum) and supported by the Puspowidjoto extended family. The main product of this company is modern written batik, in addition to traditional written batik and stamps. At BATIK MAHKOTA LAWEYAN you can find a show room, production process, batik training workshop, and the Puspowiyoto Batik family museum.

The current owner of the Mahkota Batik Home Industry is Mr. Alpha Priatmono who lives in Sayangan Kulon No. 9 Rt 1 Rw 3 Laweyan Surakarta. At the beginning of the establishment of the Mahkota Batik Home Industry, he had 2 employees, one is production and the other is marketing and still focuses on abstract batik with the condition of the home industry which measures three by five meters. The initial capital used in this Mahkota batik home industry was 25 million from the government 25 million from owner's equity. Type batik currently in production is batik super mitro motif, maestro motif batik, architectural motif batik, reception type batik, illusiti motif batik, which are often produced are the super maestro motif batik type and the maestro motif batik type, the process of making this batik motif is around 4-5 days because of the batik motif This is too complicated so the making process takes time, for other batik making processes it takes 1-2 days because it is not too complicated with patterned motifs. Workers in the Mahkota batik home industry have special skills, namely being able to draw (design), the raw materials needed for making 1 x production are wax, dye, water glass, plorotan (to remove wax).

Home industry batik crown This has 13 workers that is, 3 people from family members, and 10 people from batik village community Laweyan. With an average net income of 150-200 million. With marketing techniques through social media and promotions marketed in the Jakarta, Semarang, Surabaya areas, apart from that, also through Marketplaces, participating in exhibitions and opening offline stores. Efforts made to maintain the increasing demand for batik from consumers are more inclined towards arts and culture, innovation in the character of a batik gallery and museum batik, and taking part in batik exhibitions.

### 3. Batik Putra Laweyan

Batik Putra Laweyan is the brand image of CV. Batik Putra Laweyan was founded in 1990 with a focus on the production and sale of batik products. With with the slogan "Different and Classy" we are determined to provide quality batik products, produced in limited quantities, and different from other batik products . Located in the central batik industry, it has unique collections such as classic batik designs and contemporary motif designs. The innovative coloring process makes Putra Laweyan batik the center of the batik clothing trend. The flexible design makes the products in Putra Laweyan batik accepted by all groups of batik fans. There are various product choices available from fabrics, clothing to accessories to complement it. The process of making batik is carried out by writing and stamping, prioritizing quality, and is produced in limited quantities.

The history of the founding of the Putra Laweyan Solo Batik company began with the founding of the Bintang Mulya Batik company in 1967. The company which produces traditional hand-written batik cloth is located in Sayangan Wetan Village RT.07 RW.I Laweyan Solo. Turnover was less profitable and always decreasing, causing this company to stop production in 1979. This was also triggered by the emergence of batik companies with printing processes whose production processes were more efficient and relatively cheaper prices.

In 1981, the Bintang Mulya Batik company was re-established with Batik company name Son's Light. Efforts made to increase yields are by producing batik cloth with modern patterns or new styles that meet consumer tastes. After the Cahaya Putra Batik company developed, the son of the owner of this company finally started a small industrial business which also operates in the batik industry in 1990. The business This is located not far from the Cahaya Putra Batik company. This batik business has increased from year to year until finally a company known as CV was formed. Batik Putra Laweyan in 2000.

#### 4. Batik Puspa Kencana

Starting from the era of the Islamic Kingdom of Pajang, there were Kampoeng Laweyan residents part big produce thread ( Lawe ) many years And develop Until now, it has become Kampoeng Batik, and we continue the batik making business that has been passed down from our grandfather KH's great-grandfather. TOHIR, which was then continued by KH. ARKOM, next KH. 'UMAR. KH. BADRIE, KH. ACHMAD SULAIMAN. And now it is led by Setiawan Muhammad who is the 20th generation 6 (six). During the time of KH. SAMANHUDI (National Movement Figure), he founded a group to unite batik entrepreneurs in the Laweyan area in particular, and Surakarta in general. Until now it is known as the ISLAMIC TRADE SAREKAT (SDI). Its contribution to the country is enormous.

In start his business in 1970, Puspa Batik This date producing batik write and stamp with premium quality, so the products are mostly intended for the upper middle class. This can be seen from the manufacture of batik for government officials at that time. Some of the production results are still stored today.

In the 1990s until now, we expanded our market abroad, such as establishing relations with Malaysia, by producing Malaysian Batik motifs in collaboration with Noor Arfa Batek and MYDIN Department store. And also with companies in America etc. Along with the development of Batik Tourism in Kampoeng Batik Laweyan and in the current millennial era, there are many various products that Batik PUSPA KENCANA has produced, such as Written Batik, Stamped Batik, Painted Batik (Toilet), TIE DYE Batik, Abstract Batik And we also make Production Printing with motif batik the usual used for uniforms in small and large quantities.

#### 5. Batik Merak Manis

Batik Merak Manis is a company engaged in industry and trade, the main activity of this company is producing and selling batik. The Merak Manis Batik Company is located in the Klaseman area No. 19, RT 03, RW 01, Laweyan District, Surakarta. Peacock Batik Sweet in a way officially established on date 1 July 1980, led by Mr. Bambang Slameto, S. Sos as the owner of a private company and is often called a home industry. Retrieval The name Merak Manis for this company comes from the name Merak Ati, a company owned by his father and the name Nona Manis from a company owned by his in-laws. Then the two names were combined to become Merak Manis.

At its inception, this company only accepted tailoring and make-up. Apart from managing his business, Mr Bambang also worked as a publicist at the Kresno Batik company in the Sondokan area, North Laweyan in the 1970s. In his spare time, Mr. Bambang also tries to make abstract batik motif designs. The results of the design were given to Batik Kresno. In the end, the Kresno Batik company gave its trust to Mr. Bambang Slameto, namely providing batik materials and dyes to him. Production result try marketed on consumer. Because exists development, on year 1976 Mr. Bambang Slameto got married, and Batik Kresno gave him capital of Rp. 3,000,000,- to rent a house for 5 years. The area is  $\pm$  450 m<sup>2</sup>, which has subsequently become place just him along with his wife. It's here beginning He open a business Alone in a small way, namely a batik company with 6 employees, including him and his wife, Mrs. Sri Yuniati.

On June 8 1981 he began to get market share from consumers and received permission to establish a company. With industrial registration certificate NO. 148/kandip12/2/XII/91 and granting of business premises permit NO. 503/929/PI/I/94. At that time he received a loan from the Kresno Batik company and was given 200 pieces of sewing. Then the results were taken by Batik Kresno as many as 180 pieces, while the others were marketed themselves. Until 2000, the Merak Manis company had 70-90 employees.

Thanks to his tenacity, perseverance and never giving up, he received a KMKP loan (Permanent Working Capital Credit) of Rp. 5,000,000,- and used to buy cloth amounting to Rp. 3,500,000,- and to add batik dye amounting to Rp. 1,500,000,-. Apart from that, he still collaborates with the Kresno Batik company at the beginning of business development. Apart from that, the Merak Manis batik company also collaborates with PT. Iskandartex Which help provide material standard that is form cloth mori. He also developed his business in the form of batik bed sheets which he had created himself

In 1987 he began to introduce the results of his business outside Java. That matter This could happen because he joined become a member PSSI (United.) referee All Indonesian Football) on that occasion he led a football match in the city of Medan. Since 1993 the Merak Manis Batik company began to develop its business in the form of printing batik. Previously the company only produced batik with written batik and stamped batik. Currently the Merak Manis Batik company has developed rapidly with new products.

Currently, the Merak Manis Batik company is a textile company that processes fabric white (mori) to become finished goods, especially batik-patterned cloth. For products which is sold there are many kinds, starting from clothes, mukenas, tablecloths, bed sheets, pillowcases. Bed sheets, sarongs and tablecloths are superior products from the Batik Merak Manis company, and other products are complementary. Apart from that, the company also accepts orders for batik uniforms or other batik products. Regarding motifs, the Batik Merak Manis company always develops new creations with various variations but still maintains the distinctive character of Batik Merak Manis itself, namely the Surakatan motif (classic motifs).

The future prospects for the Merak Manis Batik company are to continue expanding its market reach. And continue to improve the quality and quality of batik products. Apart from that, services will be improved to consumer, like for example will built a café And arena playing near the show-room so as to provide comfort to customers when shopping and bringing their whole family. So, apart from shopping they can also enjoy entertainment facilities.

#### "Type Production Batik Peacock Sweet"

Apart from producing ordered products, the Merak Manis Batik Company also produces its own products which will be sold in the show room or at agents. The types of production produced from Batik Merak Manis include four types, namely: household products, ready-to-wear clothing products, fabric products for clothing, and souvenirs. Types of batik production based on batik patterns are divided into six types, namely: classic (tradition) motifs, flora-fauna motifs, motifs geometric, motif abstract, motif tritik, and motif creation. Product need The products produced by the Batik Merak Manis company are guest tablecloths, dining tablecloths, handkerchiefs, napkins, various types of bed sheets, bed covers, pillowcases, bolster covers, chair cushion covers, etc.

The ready-to-wear clothing products produced by the Batik Merak Manis company are clothing for men (men's exclusive hems), for women (exclusive women's blouses), for men and women (sarimbit), and clothes for children. These clothes are exclusive clothes, where one piece of clothing has one motif. Apart from that, the clothing products produced are silk hem, batik hem, prodo hem, koko shirt, Muslim fashion, blouse, abaya, negligee, casual wear, mukena, prayer mat, hijab, shawl, and others.

Product cloth For material clothes resulting from company Batik Peacock Sweet form Patterned fabric sheets in sizes 2 meters, 3 meters and 5 meters. This clothing material is made from Paris And silk, as well as patterned floral batik and abstract which is drawn with stylization style And new creation so more looks feminine. Material clothes This is only intended for clothing materials woman. Product souvenir Which generated company Batik Peacock Sweet is decoration walls, batik masks, batik vases, accessories, bags, wallets, sandals, blangkon, and crafts.

### 3.3. Influence Home Industry Batik to Improvement Income Public Laweyan Surakarta

Based on the results of a field survey, it was discovered that there was a batik home industry in the Laweyan batik village, which had an influence on the income level of the surrounding community. This is influenced by several factors, namely the batik home industry in Laweyan opens up employment opportunities for local people who initially did not have permanent jobs. opportunity Work on Other sectors play a significant role Efforts to develop the local economy. This can of course affect the income level of people who previously did not have a job/income to become income earners. Apart from that, it can also improve the family's economy with the income generated from home batik industry workers.

Home industry batik capable increase income public around. Because, flat average para worker which exists in batik home industry This is men and Mother household. Para Workers in the batik home industry work around 7 hours/day and work 6 days/week. Male workers are placed in the production section and female workers are placed in the cutting and packaging section.

With the batik home industry in Laweyan, local people do not need to leave the area to look for work and their place of work is close, so this can save workers' expenses on transportation and food costs. So that it can increase the income of the Laweyan community with this additional money.

The existence of a batik home industry is able to improve the welfare of the families of the Laweyan community by increasing their income every month. The majority of workers in the batik home industry are married and with their income increasing, with both husband and wife working and not having many dependents, family welfare will increase. There are not many needs to be met and all have been met. Apart from that, it is proven by the condition of the Laweyan people's houses which have walls, ceramic floors and have met the habitable criteria

### 3.4. Effort Home Industry Batik In Increase Income Public Laweyan Surakarta

Most of the batik entrepreneurs in the Laweyan area are native residents of Laweyan Village. These entrepreneurs have businesses that have been passed down from previous generations. On average, entrepreneurs use their home or residence as a batik production site and showroom. Entrepreneurs use personal capital to run a batik craft business some of which are used to buy tool production as well material raw. Power Work Those involved in batik industry activities are native residents of Laweyan Village, but some of them also come from outside Surakarta City. Marketing of production results by the Kampoeng batik industry entrepreneurs, Laweyan Batik is mostly sold by themselves or sold directly to buyers and through distributors who visit the batik entrepreneurs. Direct sales are usually done by selling at the batik showroom in Kampoeng Batik Laweyan.

Average businessman industry batik Also has a showroom batik For channel the production results to consumers, usually the batik showroom is located not far from the batik production place, even on average batik industry entrepreneur uses his house as a batik production site at a time showroom so that buyer can see in a way direct process manufacture batik. Marketing of the Kampoeng Batik Laweyan batik industry's handicraft products has reached several regions or large cities in Indonesia. This is because Kampoeng Batik Laweyan batik craft products are widely known by public, because apart from Kampoeng Batik Laweyan being one of the tourist destinations in the city of Surakarta, batik is also ' typical craft of the city of Surakarta, which is known as the city of batik. For domestic marketing reach, the average distribution destination for batik crafts by Kampoeng Batik Laweyan batik industry entrepreneurs is big cities such as Medan, Palembang,



Lampung, Jakarta, Bandung, Semarang, Pekalongan, Yogyakarta, Balikpapan, Makassar, Manado, Denpasar, Mataram, and other big cities in Indonesia (Fian Permana Wihastoro, 2021).

Marketing of Laweyan batik crafts has also reached foreign countries. A number of Batik industry entrepreneurs export abroad on average because they already have connections that connects with party importers abroad. Exports to foreign countries on average – done on average by businessman batik Which amount the production Enough Lots. Countries Export destinations for Kampong Batik Laweyan production include Malaysia, Singapore, Hong Kong, Korea, Dutch, France, and the United States

#### 4. Conclusion

Based on the research results, it shows that people's income has increased with the influence of the home industry in Kampong batik Laweyan. The natural colored batik industry in Laweyan began to develop in the 14th century AD during the reign of the Pajang palace. Next, when the stamped batik technique was discovered in the 1900s, it gave birth to batik bosses who were legendary for their wealth. The home batik industry in Laweyan batik village has many types of batik products such as maistro batik, super maistro batik, architectural batik, reception batik and so on. The home industries of the Laweyan batik villages are each spread across several areas in Laweyan, Surakarta. Having a batik home industry in Laweyan batik village can help overcome the problem of unemployment and provide employment opportunities for the local community. Apart from that, the existence of a batik home industry can provide people with more decent work and better salaries than previous jobs, namely as drivers, shop attendants and odd jobs. The large amount of overtime carried out in the batik home industry is also able to increase the income level of the community in the Laweyan batik village.

The increase in income of the people of Batu Laweyan village also influences the welfare of the community which also increases. Proven by the fulfillment of the needs of each family and proven by the workers' houses being good and livable (tiled walls and floors). Apart from that, there are also efforts by home industry owners to increase the income of the surrounding community, namely by expanding market reach starting from within the city of Surakarta, outside the city, outside the island and even abroad. Innovating batik motifs to provide new motifs without losing the uniqueness of the Laweyan batik village. Maintaining quality to give consumers confidence regarding the product the product. Home industry village batik Laweyan This Also follow exhibition batik to get to know the history of Laweyan batik village, and carry out promotions via social media to introduce batik products to the wider community.

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