

Community Participation in Development of Batik Villages through The Walet Sakti Kebumen Association

Abdul Mufid^{1*}, Helina Himmatul Ulya²

^{1,2}Faculty of Ushuluddin, Institut Agama Islam Khozinatul Ulum, Blora, Indonesia

*Corresponding author: abdulmufid@iaikhozin.ac.id

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Abstract: Succesfull development of the Kebumen batik village in Gemeseki Village requires the participation of batik craftsmen. The potential of Kebumen batik can improve the people's economy. This is proven in the program carried out by the Walet Sakti Association. Paguyuban Walet Sakti is one of the organizations that is intense in improving people's welfare through Kebumen batik. This study aims to determine the process of increasing community participation in the development of batik villages through the Kebumen Walet Sakti Association. This study uses a type of qualitative research with data collection techniques in the form of observation, interviews, and documentation. The results of this study are: first, the process of increasing community participation in the development of batik villages through the Kebumen Walet Sakti Association in Gemsekti Village, Kebumen District, Kebumen Regency as follows: Assessment of Problems (Assessment), Program Planning, Program Implementation, and Evaluation. As for internal supporting factors such as getting support from the Kebumen Regional Government, vision and mission compatibility, high participation, Kebumen batik has branding, and has good relationships between members. The inhibiting external factors are: the lack of marketing knowledge of batik craftsmen through social media. there are fears that batik craftsmen have about product marketing, inadequate quality and quantity of human resources. hard to get raw materials. Entrepreneurial spirit of batik craftsmen is still low.

Keywords: Community participation, development, batik village

Abstrak: Keberhasilan pembangunan di kampung batik Kebumen di Desa Gemeseki membutuhkan partisipasi para pengrajin batik. Potensi batik Kebumen dapat meningkatkan perekonomian masyarakat. Hal ini terbukti pada program yang dikerjakan oleh Paguyuban Walet Sakti. Paguyuban Walet Sakti merupakan salah satu organisasi yang intens dalam meningkatkan kesejahteraan masyarakat melalui batik Kebumen. Penelitian ini bertujuan mengetahui proses peningkatan partisipasi masyarakat dalam pembangunan kampung batik melalui Paguyuban Walet Sakti Kebumen. Penelitian ini menggunakan jenis penelitian kualitatif dengan teknik pengumpulan data berupa observasi, wawancara, dan dokumentasi. Hasil dari penelitian ini yaitu: pertama, proses peningkatan partisipasi masyarakat dalam pembangunan kampung batik melalui Paguyuban Walet Sakti Kebumen di Desa Gemsekti Kecamatan Kebumen Kabupaten Kebumen sebagai berikut: Penilaian Masalah (Assesment), Perencanaan Program, Pelaksanaan Program, dan evaluasi. Adapun faktor pendukung

internal seperti mendapat dukungan dari PEMDA Kebumen, kesesuaian visi dan misi, tingginya partisipasi, batik kebumen memiliki branding, dan memiliki hubungan yang baik antar anggota. Faktor eksternal penghambatnya yakni: minimnya pengetahuan pemasaran para pengrajin batik melalui media sosial. adanya ketakutan yang dimiliki para pengrajin batik mengenai pemasaran produk, kualitas dan kuantitas SDM yang kurang memadai. sulitnya mendapatkan bahan baku. jiwa Enterpreuner para pengrajin batik yang masih rendah.

Kata Kunci: Partisipasi masyarakat, pembangunan, kampung batik

Introduction

Community participation is often researched among the community, both in urban and rural areas, because we can see the extraordinary impact of involvement in development (Faqih, 2020). Community participation will determine the progress of a development program planning. Community participation is necessary for a successful development program. Participation strategies in development and community assistance are a set of needs interrelated with seeing a problem and its potential for the smooth running of a result (Malik, 2013).

Community empowerment is closely related to community participation itself. Community participation is one of the factors in the success of Empowerment. Community empowerment is a cycle of activities that create empowered communities (Suprihartiningsih, 2017). Empowerment is carried out to encourage the community to identify the needs of the community and manage social problems independently by relying on their abilities and skills

In Indonesia, the implementation of community legal basis for participation is Law Number 45 of 2017, article 1, paragraph 1, concerning community participation in organizing community governance community participation is a figure and community as a channel for aspirations, ideas, and interests in regional government administration. In this law, it is emphasized that in realizing the welfare of its people, it requires efforts to increase the participation of its people in development (Alfitri, 2011).

According to Sundrian Munawar, development is a process of ideas about community change that aims to improve various aspects of people's lives to lead to development and progress. Thus, development is an effort to change towards a superior state, giving specific standards and using natural, human, and socio-social potential. The success of development indeed cannot be separated from the participation of the community, which aims to influence and control a development program (Rahum, 2015: 160). Because, in essence, development for community development is a cycle of a collection of activities oriented towards increasing the standard of living of its people (Riyadi 2014).

One type of Indonesian social group that is currently being studied is Batik. On October 2, 2009, the United Nations Educational, Scientific and Cultural Organization (UNESCO) designated Batik as

an Indonesian social group. Batik is remembered in the Representative List of the Intangible Culture of Humanity group, world recognition of Batik as one of Indonesian culture. Batik is a form of art; the more developed works can also provide their advantages, just as Batik has become a lucrative industry. So great is the potential for Batik to be extended if there is active participation from the community to support the Batik industry center. In addition, batik industrial centers can also improve the quality of community's economy and enhance the quality of the community's economy.

Batik can provide certainty in various districts in Indonesia, such as Pekalongan, Cirebon, Yogyakarta, and Solo. Batik is considered to describe the region with the uniqueness of each Batik. Apart from these areas, one area that has the potential for Batik is Kebumen Regency. Several themes that describe the piece of Kebumen batik include Jagatan, Wajikan, Glebagan, Srikrit, and others. The types of Batik in Kebumen are written Batik and stamped Batik. The nuances of Kebumen batik are dominated by brown, blue, and green.

In Kebumen Regency, the people with the potential for Batik are in Gemesekti Village. This area is the center of batik making which has been passed down from generation to generation from the beginning of the existence of Batik in Kebumen around the 19th century. The Kebumen Regency Government sees the potential for Batik in Gemesekti Village, which deserves the title of Batik Village. The Batik area is one of the rural development locations according to the Decree of the Regent of Kebumen Number 410/178/KEP/2016 concerning the Location of Development of Rural Areas of Kebumen Regency in 2016. Rural areas have potential, especially in managing natural resources such as rural settlements, services government, social services, and economic activities.

According to Haryanto and Nugrohadi, the Association is a form of living together whose members are bound by an inner relationship that is natural and eternal (Haryanto, 2011). (1) Globally, an association is defined as a group united by the same thoughts. (2) One of the groups united by the same thoughts, namely the community. A bound community can increase socialization among others, support, provide information, have the desire, and become a social identity.

The Kebumen Sakti Walet Association is a community of batik craftsmen in Kebumen. 2018 on May 11, the Kebumen Walet Sakti Association was formed, and in 2019, it officially obtained the legality of being a legal entity and having a notarial deed. The Kebumen Sakti Walet Association aims to encourage and increase community participation in the development of batik villages through several planning programs that have been adapted to the needs of batik artisans in Gemesekti Village so that the regeneration of Kebumen Batik artisans remains sustainable and of higher quality and can maintain market competition for the realization of mutual Empowerment.

The position of the Kebumen Walet Sakti Association comes from the community as a strategic role of the Kebumen Walet Sakti Association. They have resources from their environment in the form of Batik. In addition, they can also play a role as the main actors in developing the potential of

Batik in Gemesekti Village. The Kebumen Sakti Walet Association has involved children in the Empowerment and development of Batik Village since they entered kindergarten and early childhood education. The Empowerment carried out by the Kebumen Sakti Walet Association is in the form of aligning the school curriculum with batik education. So, the education system in Gemesekti Village, from PAUD, kindergarten to elementary school, has lessons about Batik. Knowing Batik from an early age is hoped that children will be interested and able to continue the regeneration of Batik in Gemesekti Village. The Kebumen Sakti Walet Association has several empowerment programs to increase community participation in the Kebumen Batik Village. Empowerment programs to increase community participation by the Sakti Kebumen Walet Association include making Batik showrooms, making Batik studios, increasing the creativity of old artisans, holding Batik festivals and exhibitions, participating in Batik fashion shows out of town, and others.

The empowerment process carried out by the Kebumen Walet Sakti Association also works with the Regional Government of Kebumen Regency. This collaboration requires all agencies in the Kebumen Regency Community to use local Batik per the Decree of the Kebumen Regent Number 35 of 2019 concerning the use of local Kebumen traditional clothes. The Decree explained that all Kebumen Regency agencies must use local Batik (government employees, staff, teachers, and students) on Wednesdays and Thursdays. This shows that the Kebumen Walet Sakti Association works with totality and considers the general public a community identity that must be preserved and developed (Suryadi, 2022).

In the development of batik villages, the Empowerment of the community itself is very much needed. In the batik village, all efforts have been made by the government, but information obtained from batik artisans, the Gemeksekti Village Government, and the Kebumen Regency Industry Trade and Cooperative Service (Desperindagkop) that the number of batik artisans has decreased. Therefore, another problem arises in the recovery of genuine experts, the difficulty of observing experts who have the interest and ability to make Batik; this happens because many individuals in the batik business focus on wanting to work outside the area with the desire to get a significant salary compared to being workers. Skilled. Judging from the data on the decline in batik artisans as follows (table 1.1):

Based on the table above, the decline in community participation continuously from year to year is the main problem in Kebumen Batik Village. From data obtained through the Deperindagkop Service, Gemeksekti Village Village, and Batik Craftsmen, community participation has decreased by 100%. Therefore, to solve this problem, the Kebumen Sakti Walet Association group plays a role in providing solutions related to the problem of reducing community participation that occurs continuously in Kebumen Batik Village.

Table 1. 1
Data of Batik Craftsmen in Kebumen Batik Village

Tahun	Jumlah Pengrajin Batik
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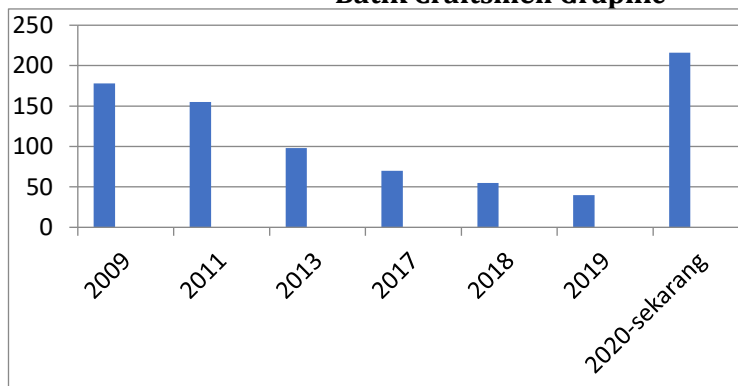
2009	178
2011	155
2013	98
2017	70
2018	55
2019	40

Source: processed by researchers from Deperindagkop, Village of Gemeksekti Village, and Batik Craftsmen in 2021

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At the beginning of the formation of the Association, in the first year, it had a short-term development work program (RKJP); namely, in 2018 and 2019, the Kebumen Walet Sakti Association prepared a development plan. In this first year, the Kebumen Sakti Walet Association organized a concept regarding the initial design, which focused the work program on the introduction stage or outreach to the community about Batik. The development plan is intended to be carried out in various locations, structured and well-planned. Therefore, the community understands more about the concept of Empowerment provided by the Association and the benefits that will be obtained by participating in the development of the Batik village.

Table 1. 2
Batik Craftsmen Graphic



Source: processed by researchers from Deperindagkop, Village of Gemeksekti Village, and Batik Craftsmen in 2021

The graph above shows that the results of the work program in the first year still experienced a decline in participation, but not too much. Therefore, the preparation of the medium-term work plan (RKJM) in the following year has entered the implementation stage or the stage of

implementing the development program in the Kebumen Batik Village to increase community participation. At this stage, the graph shows that from 2020 until now, the Walet Sakti Association has succeeded in empowering the community to increase community participation in the development of Kampung Batik. The increase in community participation that occurred has increased up to four times from the previous year. With the success of increasing community participation as batik craftsmen and entering the socialization stage, the Kebumen Walet Sakti Association aims to be better known by outsiders, especially in Central Java. Therefore, in the long-term work plan (RKJP), the Walet Sakti Association has a work program for the manufacture of batik studios in all villages in Kebumen with the aim of preserving the potential of local Kebumen batik culture and improving the economy of the community and society.

The increase in community participation is a success of the community empowerment program in developing batik villages. Its members can now feel the sensation of the Kebumen Sakti Walet Association in increasing community participation. According to Mr. Hasyim, a member of the Association, The positive impact that was felt after the Association was that we, the craftsmen, no longer felt worried and had difficulty finding and marketing products. This is because the Association has helped a lot. The Association's assistance and support include showroom facilities for artisans and helping distribute products outside Java and abroad, such as Thailand.

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for artisans and helping distribute products outside Java and abroad, such as Thailand (Paujiyah & Ghofur, 2022).

The existence of the Kebumen Sakti Walet Association in Batik Village, Gemesekti Village, Kebumen District, and Kebumen Regency can have a big influence on the surrounding community, especially in their economy. The Kebumen Sakti Walet Association can produce around 1,500 batik cloths monthly consisting of written and stamped Batik with a price range of Rp. 75,000.00 to Rp. 1,000,000.00 . To see the current condition of Batik development in the Kebumen Batik Village can be seen from the predictions of production results and the number of artisans as follows:

Table 1.3
Production Results and Number of Craftsmen in the 2018-2021 Period

No	Periode	Hasil Produksi	Jumlah Pengrajin
1	2018	30 Kodi	55
2	2019	22 Kodi	40
3	2020-2021	75 Kodi	220

Source: Kebumen Sakti Swallow Association in 2021

The table above shows that production results have increased, and the income earned has increased with an average monthly net income of Rp. 200,000,000.00. Developments that continue to increase prove that the Kebumen Sakti Walet Association can penetrate the market as a quality of attraction that helps the community's and society's economic income. Therefore, this can increase the participation of artisans because it can be seen from the potential that Batik is a profitable business. If the goods don't sell well, they don't need to worry because the Association has given them a place in a batik showroom and other marketplaces such as social media.

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That way, inviting the community to participate in development programs is an attempt to invite goodness. The best individual indication is to welcome good (ma'ruf) and prevent evil (munkar) accompanied by faith in Allah. (Supena, 2009). This is based on the Word of God contained in the Qur'an: *Meaning: "You are the best people who were born for humans, told those who are good, and prevented from what was wrong, and believed in Allah..."* (Qs Ali Imron Ayat 110) (Terjemahan Departemen RI, 2009)

In addition to realizing the community to be independent, aware, and participate in good things, it also has other virtues. Like the following Hadith: Meaning: "Whoever gives instructions to goodness, he will get a reward like the reward of those who follow his invitation without reducing their reward in the slightest." (Hardiman, 2019). Based on the phenomenon that the Walet Sakti Association has succeeded in increasing community participation in the development of Batik Village, the researcher is interested in taking the title: *Increasing Community Participation in the Development of Batik Village through the Kebumen Walet Sakti Association (Study in Gemeksekti Village, Kebumen District, Kebumen Regency)*.

Methods

This type of research uses qualitative techniques with a descriptive methodology to obtain necessary information. Qualitative research strategies are efficient examination techniques used to analyze or view an article in a characteristic setting with almost no control over it. And without testing theory, with standard methods, the research results are not hypotheses based on estimated numbers but the importance (regarding the nature) of the peculiarities noticed. Significance is original information, clear information that has value behind what is displayed (Adhi, 2019).

This study creates an in-depth description of the speech, arrangement, and behavior of the individuals involved and taking part in Kampung Batik. In addition, the focus of this problem is a descriptive description of increasing community participation in the development of batik villages through the Kebumen Sakti Walet Association in Gemesekti Village, Kebumen District. Thus, researchers will conclude the research that researchers will conduct regarding the process of increasing community participation in the development of batik villages and knowing the supporting and inhibiting factors for increasing community participation in the development of batik villages through the Sakti Kebumen Swallow Association in Gemeksekti Village.

The data sources and types in qualitative research are analytic descriptive, namely explaining, explaining, describing, comparing, and analyzing the resulting data, which is easy to understand and conclude regarding facts that occur in the field. Primary sources (Fathoni, 2010) and secondary sources (Narimawati, 2018). While the Data Collection Techniques and Instruments, namely data reduction, data presentation, and concluding. The purpose of this research is to find out the process of increasing community participation in the development of batik villages through the Kebumen Sakti Walet Association and to find out the supporting and inhibiting factors for increasing community participation in the development of batik villages through the Kebumen Sakti Walet Association in Gemesekti Village, Kebumen District, Kebumen Regency.

Results and Discussion

Community participation is one factor influencing the success of development programs and community development. Community participation involves the community in making decisions

in each program and identifying problems and potential in the community. With community participation in every activity, growth will be carried out correctly (Zainuri, 2021).

One of these efforts has been implemented in increasing community participation in developing the Kebumen Batik Village through the Kebumen Sakti Walet Association. The presence of the Kebumen Sakti Walet Association in the development of the Kebumen Batik Village is an answer to the problem of essential fulfillment of batik artisans in Gemesekti Village and provides benefits in increasing community participation. The hereditary routine of batik artisans carried out by the people of Gemesekti Village, Kebumen District, and Kebumen Regency changed the economy. The empowerment program carried out by the Kebumen Sakti Walet Association can develop Batik typical of the Kebumen area and, by producing local Batik or Kebumen batik, is intended to empower the people of Gemesekti Village in improving the economy (Hidayatullah, 2022).

The main objective of the Kebumen Sakti Walet Association program in the development of the Kebumen Batik Village is to assist batik artisans in developing Kebumen typical Batik so that they can innovate and be able to compete in the market and encourage local economic growth by utilizing the potential, namely by having regeneration of Kebumen batik craftsmen.

Research conducted by Ika Selviana (2019) shows that prosperous batik villages involve the community and can progress, have a high work ethic, good management, and the community courage to innovate. Therefore, it is inevitable that the process of development efforts in the Kebumen Batik Village requires many parties to contribute and participate. In other words, the development program's success can be seen from community participation. No matter how well the development program is presented to the community, it will only succeed with participation (Silviana, 2019).

As mentioned above, with increasing community participation in the development of Kebumen Batik Village through the Kebumen Walet Sakti Association, namely the process of identifying problems, program planning processes, program implementation processes, and jointly evaluating activities that have been carried out. The Kebumen Sakti Walet Association in the process of increasing community participation is as follows:

Assesment Stage (*Assesment*)

The stage of grouping and determining the problems in the problems faced by Kebumen batik artisans in Gemesekti Village. The community is generally aware of their issues but cannot disclose them. The role of the Kebumen Sakti Walet Association here is to provide explanations and information and facilitate the artisans according to their needs they need.

Mr. Ghazali, Chair of the Kebumen Sakti Walet Association, stated that at the stage of identifying problems in assisting batik artisans, namely understanding the fundamental issues in Kebumen Batik Village, program recommendations could be determined from these problems. Here's the explanation: "Before creating the MBA work program, we, as Paguyuban administrators,

the first thing to do in determining the problem is to look at the condition of the community in Gemesekti Village and see the condition of the batik craftsmen, see the problems faced by the community, what types of problems are there, what are the potentials. Based on the identification that the Association got, the people of Gemesekti Village experienced difficulties in selling Batik from start to finish, such as cloth capital, wax materials, and raw materials."

This problem was reinforced by a statement by Mrs. Siti as a batik craftsman and a Kebumen Sakti Walet Association member. Here's the message: "The existence of the Sakti Kebumen Swallow Association in this batik village, I feel significantly helped, miss. In the past, when my batik business died and didn't work, I was confused about what to do, I didn't know what was going on in the market, and I didn't have any capital either. What's more, if we lose about the innovation of Batik, we don't understand it; only what we produce is old motifs and doesn't follow current market demand. So, after the Association, we were greatly helped because it helped the artisans with existing problems, and they worked according to our needs as craftsmen, miss (Fauzi, et al., 2021).

From what was said by the informant above, the first step carried out by the Kebumen Walet Sakti Association in increasing community participation was identifying and assessing its potential, problems, and opportunities. From this, the management of the Sakti Kebumen Walet Association uses the Environmental Scanning (ES) method, which is focused on analyzing the situation by identifying whether there are opportunities and threats around them (Syahrullah & Muhadi, 2021).

While identifying problems for the implementation of increasing community participation helps develop batik villages through the Kebumen Sakti Walet Association. The Association's management provides information related to identifying problems, needs, and potential for increasing participation in the development of batik villages. The role of the Walet Sakti Association has a very positive impact on their work program so that they can increase community participation according to what they need. From this, the authors agree that increasing community participation follows the theory of increasing community participation described by Isandi Rukminto Adi in the book *Community Development Empowerment and Community Intervention* (Hadi, 2021).

Program Planning Stage

At the program planning stage, \Paguyuban Walet Sakti selects strategies to achieve the Association's mission and objectives. The success of development planning is inseparable from proactive community participation in these development activities. This stage also requires strategic alignment between Batik artisans and the Kebumen Walet Sakti Association to develop the Batik Village successfully. Therefore, the planning stages for the Sakti Walet Association

program in increasing community participation in the development of batik villages through the Kebumen Sakti Walet Association are as follows: At the program planning stage, \Paguyuban Walet Sakti conducts a selection of strategies that are oriented towards achieving the mission and objectives of the Association. The success of development planning is inseparable from proactive community participation in these development activities. This stage also requires strategic alignment between Batik artisans and the Kebumen Walet Sakti Association to develop the Batik Village successfully. Therefore, the planning stages for the Sakti Walet Association program in increasing community participation in the development of batik villages through the Kebumen Sakti Walet Association are as follows:

- a. Partnership The steps of the partnership program carried out by the Kebumen Sakti Walet Association to increase participation in the development of Batik Village through the Kebumen Sakti Walet Association. In partnerships, it is essential to identify problems, select problems, develop agreements regarding collaboration, goals, and responsibilities between batik artisans, and develop work plans for activities, monitoring, and evaluation.
- b. The training aims to develop specific skills, knowledge, and attitudes to increase self-potential according to needs. Kebumen batik artisans must develop creativity in making batik motifs to innovate according to market interest. In planning a training program for batik artisans in the Kebumen Batik Village, the Kebumen Walet Sakti Association and the Kebumen District Industry and Trade Service conducted supervision and inspection. This is intended to improve production performance by artisans in the Kebumen Batik Village.
- c. The grouping of Batik Crafts was carried out by the Kebumen Walet Sakti Association by first identifying the batik artisans in Gemesekti Village. This started when orders for Batik were increasing, and many batik productions failed, from motifs and embroidery to coloring.
- d. Growth and Improvement of the Local Economy The aim is to make maximum use of some of the existing local resources. It is expected to create development and improvement of the local economy. The Kebumen Sakti Walet Association also carried this out in the regional economic growth and improvement program to increase community participation in the development of batik villages through the Kebumen Sakti Walet Association by looking at the potential possessed in Kebumen Batik Village, which made Gemesekti Village a place for industrial and creative centers for Kebumen. of high economic value. The creative industry has 16 sub-sectors, and the batik industry is one of them. Now, Batik is an industry with high potential and promise, especially since Batik has been designated as an Indonesian cultural heritage that UNESCO recognizes. This is what the Kebumen Sakti Walet Association has done to make Kebumen's typical Batik a driving force in the creative industry, where Batik can increase people's income in Gemesekti Village and local economic growth.
- e. Cooperation with the Regional Government of Kebumen Regency to increase community participation in the development of Batik Villages and to help empower Batik Batik entrepreneurs in Kebumen Regency, both in physical and non-physical assistance. The story

of the Batik Village is an innovative alternative based on mutually beneficial synergies for the community, especially in increasing the development of typical Kebumen batik products and increasing regional income. With the existence of a collaborative program carried out by the Kebumen Sakti Walet Association and the Regional Government of Kebumen Regency, it is hoped that it will become a bridge that can turn potential conflicts into a potential for increasing community participation in the mutually beneficial development of the Kebumen batik village. In this case, it is intended that there is cooperation between the Regional Government of Kebumen Regency and the Walet Sakti Association for the development of the Kebumen batik village to gain success, including capital assistance, training, and facilities to support the results of typical Kebumen batik products.

- f. Collaboration with educational institutions aims to make young people recognize the identity that has existed since ancient times and be able to become the next generation to develop Kebumen batik as one of the potentials that affect the economic welfare of the people of Kebumen Regency the economic welfare of the people of Kebumen Regency. In addition, as a form of increasing the motivation and capability of students in Kebumen Regency to continue to strive to build generations that are not only certified but also intelligent, skilled, experts and experts in their fields so that they can compete in the national market and even the international job market in the future to the development of typical Kebumen batik.

Program Implementation Stage

The stage of implementing the development program is the process of increasing community participation in the development of batik villages through the Kebumen Sakti Walet Association. Kebumen is the Kebumen Sakti Walet Association in implementing the program through several forms of the following programs: partnership programs, training, the grouping of batik craftsmen, growth and improvement of the local economy, and cooperation programs with educational institutions. The development program implementation uses problem identification according to the needs of Kebumen Batik artisans. Implementation of development programs to increase community participation in the development of batik villages through the Kebumen Sakti Walet Association as follows:

- a. The partnership, carried out by the Kebumen Sakti Walet Association in collaboration with the Kebumen Regency Government, significantly influenced the potential of Batik owned by batik artisans in Gemesekti Village, Kebumen Regency. The implementation of the partnership program can generate profitable business potential. The needs of batik artisans in Gemesekti Village can be adequately fulfilled. Assistance from the existence of a partnership program from the Sakti Kebumen Walet Association starts from the availability of raw materials for batik production, no difficulties in the sales process, and business capital assistance.

- b. Training The Sakti Kebumen Walet Association provides training, namely, batik artisans can develop innovations ranging from motifs and patterns to colors to compete in the market. Most artisans in Gemesekti Village need more human resources (HR) to create Kebumen batik. The batik training every once a month helps batik artisans deepen their knowledge and knowledge to develop Kebumen's typical batik products. The activity received by batik artisans impacts increasing community participation in developing the Kebumen batik village. The success of this training program is that batik artisans can innovate batik motifs and patterns, can determine product selling prices to gain profits, and have extensive knowledge because they have attended training outside the city with batik artisans in other areas as well as Kebumen batik can penetrate the market to outside the city and even abroad. Grouping, Batik Craftsmen is based on a large number of orders and the complexity of making written Batik; the Kebumen Walet Sakti Association groups members according to their expertise. Because making Batik requires a long time of experience. Especially with the grinding motif, only a few people have mastered this motif. In producing the grinding motif, it was only done by ten people in the Association because the grinding results were good. Usually, the artisans who try to make it start with contemporary Batik; if they are good, they will try to make complicated written Batik. Because, in essence, the making of Batik is done by reliable craftsmen.
- c. Local Economic Growth and Improvement is the process of local government and its people taking advantage of some of the existing local resources. It is expected to make economic development increase slightly. This makes regional economic growth very important because it can generate new opportunities or jobs and encourage economic growth in a region. The main goal of local economic growth is none other than creating economic growth that will be more optimal and sustainable, as well as employment opportunities through increased investment activity in the regions, with the potential of the batik industry sector owned by the Gemesekti Village community as an effort to boost economic growth by reviving the Kebumen batik business as well as developing Batik as a cultural heritage that can improve the economy.
- d. Collaboration with the Regional Government of Kebumen Regency has taken part in increasing community participation in developing the Kebumen Batik village through several work programs that have been implemented. One of the programs that the Kebumen Sakti Walet Association successfully carried out was in the form of collaboration with the Regional Government of Kebumen Regency. The presence and existence of the Kebumen Regency government are intended as an organization with authority to manage the development system in achieving regional goals.
- e. Collaboration with Kebumen Regency Educational Institutions. The implementation of the program carried out by the Kebumen Sakti Walet Association with a collaboration program with Kebumen Regency educational institutions was very influential in the development of

Kebumen Batik Village, especially as a basic introduction to students to Kebumen Batik. This success was in the form of curriculum alignment starting from Kindergarten to High School (SMA) regarding batik education and using batik uniforms in all schools as a substitute for identity uniforms on Wednesdays and Thursdays.

Evaluation Stage

This evaluation phase is carried out continuously, either formally or semi-formally. To carry out monitoring and evaluation, the management of the Kebumen Walet Sakti Association often conducts internal meetings, both those that are routine monthly in nature, as well as through larger forums with deliberations.

After producing Batik and holding activities, the Kebumen Sakti Walet Association constantly evaluates it. The evaluation contains the delivery of any deficiencies in the results of the product and the event. This material improves the batik products produced and the events held. The evaluation stage is seen when the physical activity has been completed. For example, the response of buyers and the public can be interpreted as feedback as input for the results of Batik produced and similar activities for follow-up plans.

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Participation is a process of participation, involvement, and togetherness of citizens as individuals, social groups, or social organizations based on citizen awareness, directly or indirectly, without coercion from certain parties. The role of the community in a development plan can produce a program that follows their aspirations, needs, and economic capabilities. This follows the principle of participatory planning, which implies community involvement with an approach that places the community as a determinant in decision-making.

Each activity element cannot be separated from the supporting and inhibiting factors accompanying it. Supporting factors that make the activity process run well. And vice versa, some things sometimes run smoothly and smoothly have obstacles in their implementation. To increase community participation in the development of batik villages, the Kebumen Sakti Walet Association there various factors that influence the process of increasing community participation;

there are supporting factors, namely factors that are very important and needed for the smooth operation of increasing community participation so that the initial goal of community participation is achieved. The inhibiting factors become obstacles in every increase in community participation, and these factors need to find solutions to overcome existing obstacles (Rangkuti, 2006).

Identification of Supporting Factors. Based on the description above, the supporting and inhibiting factors can be emphasized and are very relevant in research on increasing community participation in the development of batik villages through the Kebumen Sakti Walet Association. This is crucial before implementing strategies and developing goals and targets for increasing community participation. The aim is to identify factors that can support or hinder the course of activities to increase community participation so that preliminary data is obtained to assess the strengths, weaknesses, opportunities, and threats faced by the Kebumen Walet Sakti Association administrators. By providing benefits for a scientific recommendation for efforts to increase community participation and development achievements to give birth to changes in social life that are more advanced, empowered, prosperous, and lively. Supporting and inhibiting factors can be the basis for producing solid and appropriate recommendations for strategic planning and developing the goal of increasing community participation in the development of batik villages through the Kebumen Sakti Walet Association.

- a. Supported by the Regional Government of Kebumen Regency
- b. The suitability of the vision and mission with the condition of empowering batik craftsmen
- c. Active participation
- d. Has craftsman regeneration
- e. Kebumen batik has branding
- f. There is a good relationship between members

1. Identification of Inhibiting Factors

- a. Lack of knowledge of batik marketing through social media
- b. There is a fear that batiks artisans have about product marketing
- c. Inadequate quality and quantity of human resources
- d. Challenging to get raw materials
- e. The entrepreneurial spirit of the members is still low
- f. Capital

Conclusion

Based on the results of the research that has been done, the researcher can draw the following conclusions: The process of increasing community participation in the development of batik villages through the Kebumen Sakti Walet Association in Gemesekti Village, Kebumen District, Kebumen Regency consists of:

a. Problem Identification Stage (*Assessment*)

The Association's initial stage in identifying problems, needs, and potential resources owned by the community raises awareness of the community and targets groups about the issues and needs in Kampung Batik.

b. Program Planning Stage

At this stage, the Kebumen Sakti Walet Association identifies and selects several problems or phenomena that can be used as a program and then puts them together to be analyzed according to the community's needs, circumstances, and interests. Program planning carried out by the Kebumen Sakti Walet Association includes partnerships, training, a grouping of artisans, growth and improvement of the local economy, and collaboration with the Kebumen District Government and educational institutions.

c. Program Implementation Stage

This stage includes program planning that is being implemented.

d. Evaluation Stage

In every plan, implementing activities in Kampung Batik through the Kebumen Walet Sakti Association is always followed by an evaluation. Usually, the review is filled in the form of conveying suggestions, input, and criticism for production results and different activities and programs.

Supporting and inhibiting factors for increasing community participation in the development of batik villages through the Kebumen Sakti Walet Association consist of:

- a. Supporting factors such as being supported by the Regional Government of Kebumen Regency, suitability of vision and mission with batik artisans in Gemesekti Village, active participation of Gemesekti Village community batik craftsmen, Kebumen batik has branded, and there is a good relationship between members, a sense of togetherness, mutual need, trust, and openness.
- b. The inhibiting factors consist of the lack of marketing knowledge of the batik artisans through social media, the fears that the batik artisans have about product marketing, the inadequate quality and quantity of human resources, the difficulty in obtaining raw materials, and the entrepreneurial spirit of the batik artisans who are still low.

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