



Community Empowerment Efforts Through Creative Economic Training for Housewives with Batik Jumputan in Purwajaya Village, Ciamis Regency

Anisa Fellani

Study Program of Islamic Religious Education, Institut Miftahul Huda Al-Azhar, Kota Banjar, Indonesia

La Abdul Wahid

Study Program of Islamic Religious Education, Institut Miftahul Huda Al-Azhar, Kota Banjar, Indonesia

Salasatun Hidayaturrohmah

Study Program of Islamic Religious Education, Institut Miftahul Huda Al-Azhar, Kota Banjar, Indonesia

Vieri Saputra Rianto

Study Program of Islamic Religious Education, Institut Miftahul Huda Al-Azhar, Kota Banjar, Indonesia

Nurwahidayah

Study Program of Islamic Religious Education, Institut Miftahul Huda Al-Azhar, Kota Banjar, Indonesia

Efi Nurafifah

Study Program of Sharia Economics, Institut Miftahul Huda Al-Azhar, Kota Banjar, Indonesia

Fathul Majid

Study Program of Sharia Economics, Institut Miftahul Huda Al-Azhar, Kota Banjar, Indonesia

Isa Mahendra

Study Program of Ahwalus Syakhshiyah, Institut Miftahul Huda Al-Azhar, Kota Banjar, Indonesia

Muhammad Anwar Hilmi

Study Program of Madrasah Ibtidaiyah Teacher Education, Institut Miftahul Huda Al-Azhar, Kota Banjar, Indonesia

Nessha Retno Yuniar

Study Program of Sharia Economics, Institut Miftahul Huda Al-Azhar, Kota Banjar, Indonesia

Dian Permana

Study Program of Islamic Religious Education, Institut Miftahul Huda Al-Azhar, Kota Banjar, Indonesia

Abdul Karim

Research Center for Cerebrovascular Diseases, Hallym University, Chuncheon, Republic of Korea
Department of Artificial Intelligence Convergence, Hallym University, Chuncheon, Republic of Korea

*Corresponding author: nsfellani@gmail.com

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Abstract

Background: Rural communities possess considerable potential for creative economic development; however, many housewives still have limited access to productive entrepreneurial activities. Batik Jumptan, as part of Indonesia's cultural heritage, offers an alternative approach to strengthening household economies while preserving local traditions through community-based empowerment.

Objective: This study aims to analyze the implementation of Batik Jumptan training for housewives, evaluate its contribution to women's economic empowerment, and examine its role in supporting sustainable rural development in Purwajaya Village, Ciamis Regency.

Methods: This study employed a qualitative participatory approach within a university Community Service Program (KKN). Twenty-five housewives participated in the training through collaboration with local PKK organizations. Data were collected through participant observation, semi-structured interviews, documentation, and field evaluation, and analyzed using thematic analysis.

Results: The findings indicate that the training improved participants' technical skills, entrepreneurial knowledge, self-confidence, and collaborative engagement. Participants successfully produced marketable Batik Jumptan products, initiated household-based economic activities, and strengthened appreciation for local cultural heritage despite facing marketing and business sustainability challenges.

Conclusion: Batik Jumptan training effectively integrates cultural preservation, entrepreneurship education, and community participation to strengthen women's economic resilience and promote sustainable village development.

Novelty: This study proposes an integrated community empowerment model that combines university community service (KKN), PKK collaboration, traditional Batik Jumptan craftsmanship, and creative economy development as a replicable strategy for strengthening rural women's entrepreneurship and supporting the Sustainable Development Goals (SDGs).

Keywords: Community Empowerment, Batik Jumptan, Creative Economy, Housewives, Rural Development

INTRODUCTION

Community empowerment has become one of the central strategies for achieving sustainable development, particularly in rural communities facing economic vulnerability, limited employment opportunities, and unequal access to productive resources. Higher education institutions play an important role in this process through community engagement programs that facilitate knowledge transfer, capacity building, and collaborative problem solving between universities and society. In Indonesia, this role is institutionalized through the *Kuliah Kerja Nyata* (KKN) or Community Service Program, which integrates education, research, and community service as the implementation of the *Tri Dharma Perguruan Tinggi*. Beyond serving as an academic requirement, KKN enables students to apply disciplinary knowledge in addressing real community problems while encouraging innovation, social responsibility, and participatory development (Labibah et al., 2023; O'Brien et al., 2021). Through collaborative activities, universities are expected to strengthen local capacities and generate sustainable socio-economic impacts rather than temporary interventions. Consequently, community-based empowerment programs implemented through KKN have increasingly been recognized as effective mechanisms for promoting inclusive development, improving community welfare, and supporting local economic resilience (Solehudin et al., 2025).

One of the most promising approaches to community empowerment is the development of the creative economy, which utilizes creativity, cultural heritage, and local knowledge as productive economic assets. From the perspective of *maqāṣid al-sharī'ah*, productive economic empowerment also represents an effort to protect wealth (*hifẓ al-māl*) and promote public welfare (*maṣlahah*) through sustainable utilization of local resources (Hamzah et al., 2025; Ahyani et al., 2025). Unlike conventional economic development models that depend heavily on industrial capital, the creative economy emphasizes innovation, community participation, and the commercialization of local cultural resources to generate sustainable income (Mulyani et al., 2021; Ahmed & Alshaher, 2024; Abdussalam et al., 2024). In addition, the rapid development of Industry 4.0 has encouraged rural creative industries to adopt digital technologies for production management, product promotion, and market expansion. The integration of information technology into community-based entrepreneurship enables traditional industries to remain competitive while preserving local cultural identity in an increasingly digital economy (Tahitoe et al., 2019). Indonesia possesses abundant cultural assets that support this approach, among which batik represents one of the country's most recognized creative industries. Beyond its cultural significance, batik contributes to employment creation, micro-enterprise development, and regional economic growth while preserving traditional knowledge across generations. One particular technique, Batik Jumputan, offers considerable potential for community empowerment because its production process is relatively simple, affordable, and suitable for household-scale industries. Previous studies have shown that batik-based empowerment programs can improve entrepreneurial skills, increase household income, strengthen women's economic participation, and preserve local cultural identity simultaneously (Raya et al., 2021; Kusnanto et al., 2024; Atmaja et al., 2025). Therefore, integrating Batik Jumputan into community empowerment initiatives represents an effective strategy for linking cultural preservation with sustainable rural economic development.

Despite the growing recognition of Indonesia's creative economy, its implementation remains uneven across rural communities. Purwajaya Village, located in Ciamis Regency, represents one example where the economic potential of traditional crafts has not yet been optimally utilized to improve household welfare. Economic activities in the village continue to rely primarily on conventional livelihoods, while opportunities to develop community-based creative industries remain limited. In particular, many housewives possess sufficient time and motivation to participate in productive economic activities but lack access to structured entrepreneurship training, technical production skills, and marketing knowledge necessary to transform local creativity into marketable products. Consequently, the cultural and economic potential of Batik Jumputan remains largely underutilized despite increasing market interest in handmade textile products across Indonesia. Addressing this challenge requires participatory empowerment initiatives that not only provide practical production skills but also strengthen entrepreneurial confidence, community collaboration, and local economic resilience. Through the Community Service Program, universities are well positioned to facilitate this transformation by combining academic expertise with community participation to create sustainable empowerment initiatives.

Although numerous studies have examined community empowerment, creative economy development, and batik entrepreneurship, several important research gaps remain. First,

existing studies predominantly focus on economic outcomes such as income growth, business performance, or small and medium enterprise competitiveness, while paying relatively little attention to the empowerment process experienced by housewives as the primary beneficiaries of community-based programs. Second, previous research generally discusses batik production within the context of artisan groups or micro-enterprises rather than university-led community engagement programs implemented through KKN. Third, limited empirical evidence explains how Batik Jumputan training simultaneously promotes entrepreneurial competence, strengthens social participation, preserves cultural heritage, and contributes to sustainable rural development. Furthermore, previous studies rarely evaluate empowerment from both social and economic perspectives within a participatory learning framework involving universities, local government, PKK organizations, and community members. These limitations indicate that a more comprehensive investigation is required to understand how culturally based entrepreneurship training can function as an integrated community empowerment strategy capable of strengthening women's economic resilience and supporting long-term village development.

Based on these considerations, this study addresses the following research question: How does Batik Jumputan training implemented through the Community Service Program (KKN) contribute to empowering housewives and strengthening the creative economy in Purwajaya Village, Ciamis Regency? To answer this question, the study aims to examine the implementation of Batik Jumputan training as a community empowerment initiative and to evaluate its contribution to improving entrepreneurial capacity, community participation, household economic resilience, and women's involvement in creative economic activities. The novelty of this research lies in proposing an integrated empowerment model that combines university-community collaboration, cultural heritage preservation, creative economy development, and women's economic empowerment within a single participatory framework. Unlike previous studies that primarily assess economic outcomes, this research emphasizes the interaction between practical skills development, social participation, cultural sustainability, and community resilience as interconnected dimensions of empowerment. The findings are expected to enrich the literature on community-based creative economy development while providing practical recommendations for universities, local governments, and community organizations seeking to implement culturally grounded empowerment programs that support sustainable rural development and improve the socio-economic welfare of local communities

LITERATURE REVIEW

Community empowerment has become a fundamental concept in sustainable development because it emphasizes strengthening the capacity of individuals and communities to identify their own needs, mobilize local resources, and actively participate in improving their socio-economic conditions. Unlike conventional development approaches that rely heavily on external assistance, community empowerment encourages participatory decision-making, self-reliance, and collective responsibility in addressing local challenges. Empowerment therefore extends beyond increasing economic income; it also includes enhancing knowledge, skills, confidence, social participation, and institutional capacity that enable communities to sustain development independently (Munawar, 2025). In rural contexts, empowerment is closely associated with improving access to education, productive employment, entrepreneurship, and

community-based economic activities that generate long-term welfare. Widiyantoro et al. (2020) argue that successful empowerment requires synergy between community potential, local institutions, and government support to create an enabling environment where human and natural resources can be developed simultaneously. This perspective aligns with the principles of sustainable development, which emphasize inclusive participation, social justice, and equitable economic growth. Consequently, community empowerment is increasingly viewed not only as a social intervention but also as a strategic development framework capable of reducing inequality, strengthening local resilience, and improving the quality of life of marginalized populations.

One practical manifestation of community empowerment is the development of the creative economy, which transforms creativity, cultural identity, and local knowledge into productive economic resources. The creative economy has gained increasing attention because it provides opportunities for communities with limited industrial infrastructure to participate in economic development through innovation and cultural production rather than capital-intensive industries. According to Ahmed and Alshaher (2024), creative industries encourage entrepreneurship, expand employment opportunities, and stimulate local economic growth by utilizing intellectual and cultural assets as sources of competitive advantage. In Indonesia, the creative economy has become an important contributor to regional development because it integrates cultural preservation with income generation, particularly in rural communities rich in traditional knowledge. This approach also supports several Sustainable Development Goals (SDGs), including poverty reduction, gender equality, decent work, and sustainable economic growth (Abdussalam et al., 2024; Aziz et al., 2024). Furthermore, community-based creative economy initiatives encourage collaboration among universities, local governments, community organizations, and business actors, creating innovation ecosystems that enhance local competitiveness and social inclusion. Within this framework, women play a particularly important role because their participation in household-based enterprises contributes not only to family income but also to broader community resilience and inclusive economic development.

Among Indonesia's diverse creative industries, batik represents one of the most valuable cultural assets capable of generating both economic and social benefits. Recognized internationally as part of Indonesia's cultural heritage, batik has evolved from a traditional artistic practice into a competitive creative industry that supports employment, entrepreneurship, tourism, and regional branding. One of its distinctive techniques, Batik Jumputan, utilizes a tie-dye method that produces unique textile patterns through simple production processes requiring relatively affordable materials and equipment. These characteristics make Batik Jumputan particularly suitable for community-based entrepreneurship programs, especially in rural areas where access to industrial capital remains limited. Previous studies have demonstrated that batik-based empowerment initiatives contribute to improving entrepreneurial skills, increasing household income, preserving local cultural identity, and strengthening community participation in economic activities (Raya et al., 2021; Kusnanto et al., 2024). Advances in textile technology and quality control have further expanded the competitiveness of Indonesian batik products in both domestic and international markets (Atmaja et al., 2025; Minarno et al., 2024). Therefore, Batik Jumputan should not merely be viewed as a traditional handicraft but as a culturally grounded

entrepreneurial resource capable of promoting sustainable rural development through the integration of cultural preservation, women's economic participation, and creative economy innovation.

Community empowerment through batik production has been implemented in various regions of Indonesia with encouraging economic and social outcomes. Previous studies consistently report that batik-based training programs improve participants' technical competencies, entrepreneurial motivation, household income, and community participation in productive activities. For instance, empowerment initiatives in Toman Village demonstrated that Batik Jumputan training enabled local artisans to diversify their products, strengthen local branding, and expand market access while simultaneously preserving regional cultural identity (Kusnanto et al., 2024). Similar findings have been reported in other community-based creative economy programs, where traditional handicrafts function not only as commercial products but also as instruments for strengthening social cohesion and encouraging collaborative learning among community members (Raya et al., 2021). These studies indicate that successful empowerment requires more than technical skill development; it also depends on institutional support, access to entrepreneurship education, market networks, and continuous mentoring. Nevertheless, most previous investigations primarily evaluate short-term economic outcomes, such as increased production capacity or household income, without comprehensively examining broader empowerment dimensions, including women's participation, social inclusion, community resilience, and the sustainability of post-training entrepreneurial activities. Furthermore, relatively few studies have analyzed the contribution of university-led community engagement programs, particularly the *Kuliah Kerja Nyata* (KKN), in facilitating participatory empowerment through culturally based entrepreneurship. As a result, empirical understanding remains limited regarding how academic institutions can effectively integrate cultural preservation, community participation, and creative economy development into sustainable village empowerment strategies.

Building upon these limitations, the present study positions Batik Jumputan training as an integrated community empowerment model that combines cultural preservation, women's economic participation, entrepreneurship development, and university-community collaboration within a single participatory framework. Unlike previous studies that predominantly focus on economic indicators or artisan productivity, this research emphasizes the empowerment process experienced by housewives as active agents of local development. The study assumes that strengthening entrepreneurial skills alone is insufficient unless accompanied by increased self-confidence, collective participation, social networking, and opportunities for sustainable business development. Accordingly, this research investigates how Batik Jumputan training implemented through the Community Service Program (KKN) contributes to improving household economic resilience while simultaneously reinforcing community solidarity and preserving local cultural heritage in Purwajaya Village, Ciamis Regency.

The conceptual contribution of this study lies in demonstrating that community empowerment can be understood as a multidimensional process in which cultural assets function not merely as economic commodities but also as social resources that foster participation, innovation, and community resilience. Practically, the findings are expected to provide an evidence-based

empowerment model that can be adapted by universities, local governments, PKK organizations, and community development agencies seeking to promote sustainable rural development through culturally grounded creative economy initiatives. By integrating theoretical perspectives on community empowerment, creative economy, and participatory development, this study extends existing literature and offers a more comprehensive understanding of how local cultural resources can become drivers of inclusive and sustainable socio-economic transformation.

METHODOLOGY

This study employed a community-based participatory approach within the framework of the *Kuliah Kerja Nyata* (KKN) or Community Service Program organized by Institut Miftahul Huda Al-Azhar in Purwajaya Village, Ciamis Regency, Indonesia. The participatory approach was selected because community empowerment requires active involvement of local stakeholders throughout the planning, implementation, and evaluation stages rather than positioning community members solely as research objects (Labibah et al., 2023; O'Brien et al., 2021). The program focused on empowering housewives through Batik Jumputan training as a creative economy initiative designed to improve household income, strengthen entrepreneurial capacity, and preserve local cultural heritage. Participants were selected using purposive sampling based on their willingness to participate, membership in the local *Pemberdayaan dan Kesejahteraan Keluarga* (PKK), and interest in developing household-based economic activities. This collaborative planning process reflects the pentahelix approach to community empowerment, emphasizing the synergy between higher education institutions, local government, community organizations, and local stakeholders in designing sustainable development initiatives that respond to actual community needs (Rian et al., 2023). This initial assessment enabled the research team to formulate an empowerment program that reflected local priorities while supporting sustainable community development through collaborative university-community engagement (Raya et al., 2021; Kusnanto et al., 2024).

The implementation of the empowerment program consisted of four interconnected stages. The first stage involved community socialization, stakeholder coordination, and participant recruitment to establish shared commitments among village authorities, PKK organizations, university students, and local residents. The second stage focused on capacity building through interactive workshops introducing participants to the concepts of creative economy, entrepreneurship, product quality improvement, and the cultural value of Batik Jumputan as a locally based creative industry. The third stage emphasized practical training in Batik Jumputan production, covering fabric preparation, tying techniques, color composition, dyeing, drying, finishing, and product quality control. These practical sessions were conducted collaboratively, allowing participants to develop technical competencies while encouraging peer learning and collective problem-solving. The final stage concentrated on business development by introducing basic financial management, product packaging, branding, pricing strategies, and digital marketing using social media platforms to improve product competitiveness and market accessibility. The integration of entrepreneurship education with digital promotion reflects contemporary approaches to strengthening micro-enterprises and expanding market opportunities through technology-based marketing strategies (Ahmed & Alshaher, 2024). Continuous mentoring was provided throughout the training period to ensure that participants

could independently apply the acquired knowledge and sustain household-based creative economic activities beyond the completion of the KKN program (Abdullah et al., 2024).

Program evaluation adopted a qualitative descriptive approach to assess both the implementation process and the outcomes of the community empowerment activities. Data were collected through participant observation, field documentation, informal interviews with participants and village officials, reflective group discussions, and evaluation of Batik Jumputan products produced during the training sessions. These multiple data sources enabled the researchers to examine changes in participants' knowledge, technical skills, entrepreneurial confidence, community participation, and readiness to initiate household-based business activities. The collected data were analyzed using an interactive qualitative analysis process consisting of data reduction, data organization, thematic coding, data interpretation, and conclusion drawing to identify recurring patterns associated with community participation, women's empowerment, entrepreneurial capacity, and program sustainability. To enhance research credibility, data triangulation was conducted by comparing findings obtained from observations, interviews, documentation, and participant reflections. Ethical principles were maintained throughout the study by obtaining voluntary informed consent from all participants, explaining the objectives of the program before implementation, ensuring confidentiality of participants' personal information, and respecting their right to withdraw from the activities at any stage. This methodological framework is consistent with participatory community engagement models that emphasize collaboration, local capacity development, and sustainable empowerment as essential elements for strengthening rural creative economies and supporting inclusive community development (O'Brien et al., 2021; Kusnanto et al., 2024; Abdussalam et al., 2024).

RESULTS AND DISCUSSION

Community Empowerment Through Batik Jumputan Training

The implementation of the Batik Jumputan training program constituted the initial stage of the community empowerment initiative carried out through the *Kuliah Kerja Nyata* (KKN) of Institut Miftahul Huda Al-Azhar in Purwajaya Village, Ciamis Regency. Preliminary observations and discussions with village authorities and members of the Family Welfare Empowerment Organization (*Pemberdayaan dan Kesejahteraan Keluarga*—PKK) indicated that the local economy remained highly dependent on agriculture and seasonal labor. Such dependence exposed many households to unstable incomes due to fluctuations in agricultural production and market prices. Moreover, although many housewives possessed available time and strong motivation to engage in productive activities, opportunities to develop entrepreneurial skills remained limited because of the absence of structured training and creative business initiatives. These conditions highlighted the importance of introducing a community-based empowerment program that could strengthen household resilience while utilizing locally available cultural resources. Batik Jumputan was selected as the core activity because its production process is relatively simple, requires affordable materials, and can be performed within the domestic environment without disrupting household responsibilities. Consequently, the training program was designed not merely to transfer technical skills but

also to encourage entrepreneurship, creativity, and collective participation as the foundation of sustainable community development (Labibah et al., 2023; Kusnanto et al., 2024).

The implementation process adopted a participatory learning approach involving university students, village officials, PKK cadres, and community members. Activities began with community socialization to introduce the objectives of the program and to encourage active participation from local stakeholders. Following this stage, participants attended interactive workshops discussing the concept of the creative economy, the cultural value of Batik Jumputan, and the economic opportunities associated with household-based creative industries. The practical sessions then allowed participants to experience every stage of Batik Jumputan production, including fabric preparation, tying techniques, dyeing, drying, and finishing. Rather than relying solely on demonstrations, facilitators encouraged participants to experiment with different patterns and color combinations while receiving direct guidance throughout the production process. This experiential learning model promoted confidence and collaborative problem-solving among participants while simultaneously creating an enjoyable learning environment. Such participatory training has been widely recognized as an effective strategy for strengthening local capacities because community members become active contributors to the learning process rather than passive recipients of knowledge (O'Brien et al., 2021).

Figure 1. Socialization and practical Batik Jumputan training conducted through the Community Service Program (KKN) in Purwajaya Village.



Source: Documentation by the authors (2024).

The implementation of the practical workshops produced encouraging outcomes regarding participant engagement and skill acquisition. As illustrated in Figure 1, the training was conducted through direct demonstrations, guided practice, and interactive discussions involving facilitators, university students, PKK representatives, and participating housewives. This participatory learning atmosphere enabled participants to acquire practical knowledge more effectively because they were actively involved in every stage of the Batik Jumputan production process, from fabric preparation and pattern tying to coloring, drying, and final finishing. The collaborative nature of the workshops also encouraged peer learning, allowing participants to exchange ideas, solve technical problems collectively, and motivate one another throughout the training activities. Such interaction strengthened social cohesion while creating

a supportive learning environment that enhanced participants' confidence in developing new productive skills.

Most participants successfully mastered the basic techniques of Batik Jumptan and demonstrated increasing confidence in producing their own textile products. During the practical sessions, participants began modifying traditional tying patterns, experimenting with different color combinations, and discussing product improvements collectively. This behavior indicates that the empowerment process stimulated creativity rather than merely teaching manual production techniques. Participants gradually shifted from acting as passive recipients of training to becoming active creators capable of producing unique products with potential commercial value. The emergence of creativity and innovation throughout the workshops reflects the primary objective of community empowerment, namely enabling communities to recognize and develop their own economic potential through locally available cultural resources.

Furthermore, the training introduced participants to basic entrepreneurial concepts, including simple cost calculation, pricing strategies, attractive product packaging, branding, and product promotion through digital platforms such as WhatsApp and social media. These complementary sessions broadened participants' understanding that successful entrepreneurship requires not only production skills but also marketing capabilities and customer-oriented business strategies. The integration of technical competencies with entrepreneurship education reflects current approaches to rural creative economy development, which emphasize innovation, market orientation, and sustainable local resource utilization alongside cultural preservation (Ahmed & Alshaher, 2024; Abdullah et al., 2024). Overall, the enthusiasm demonstrated throughout the workshops suggests that participants viewed Batik Jumptan not only as a cultural activity but also as a realistic opportunity for generating supplementary household income, strengthening family economic resilience, and supporting long-term community-based creative economic development.

Figure 2. Batik Jumptan products created by participants during the practical training sessions.



Source: Documentation by the authors (2024).

The effectiveness of the empowerment program was also strengthened by collaboration among multiple stakeholders. University students acted as facilitators responsible for transferring knowledge and providing technical assistance, while village officials and PKK cadres coordinated participant recruitment and ensured the continuity of activities within the community. This collaborative governance created an enabling environment in which participants could exchange experiences, solve production challenges together, and develop collective confidence regarding future entrepreneurial activities. The integration of universities, local government, community organizations, and residents reflects a participatory empowerment model in which sustainable development is achieved through shared responsibility rather than external intervention alone. Such collaboration also strengthened social capital by encouraging trust, cooperation, and mutual learning among participants. Previous studies have similarly emphasized that community engagement involving higher education institutions contributes significantly to strengthening local innovation ecosystems and increasing the sustainability of rural development initiatives (Raya et al., 2021; O'Brien et al., 2021).

Table 1. Stages and Outcomes of the Batik Jumptan Community Empowerment Program

Stage	Main Activities	Immediate Outcomes
Community Socialization	Coordination with village government, PKK, and participants	Increased community awareness and participation
Capacity Building	Introduction to creative economy and entrepreneurship	Improved entrepreneurial knowledge
Practical Training	Fabric tying, dyeing, finishing, and quality control	Enhanced technical skills and creativity
Business Mentoring	Packaging, pricing, and digital marketing	Improved readiness to develop household-based businesses

Source: Authors' analysis (2025).

Overall, the findings demonstrate that Batik Jumptan training functioned as more than a vocational activity; it served as a comprehensive community empowerment strategy that integrated cultural preservation, entrepreneurship education, and women's economic participation. The participatory approach encouraged participants to become active learners while strengthening collaboration among local institutions and community members. Compared with conventional empowerment programs that primarily provide financial assistance, this initiative emphasized human capital development through practical skills, continuous mentoring, and collaborative learning. These findings support previous research indicating that creative industries can become effective instruments for improving rural economic resilience and preserving local cultural identity (Kusnanto et al., 2024; Raya et al., 2021). More importantly, the present study extends previous literature by demonstrating that university-led community service programs can successfully integrate community engagement, creative economy development, and women's empowerment into a sustainable participatory model that is adaptable to other rural communities in Indonesia.

Economic and Social Impacts of Batik Jumputan Empowerment

The implementation of the Batik Jumputan empowerment program generated measurable economic and social benefits for participating housewives in Purwajaya Village. Beyond improving technical competencies in textile production, the training expanded participants' understanding of entrepreneurship and increased their confidence in engaging in household-based economic activities. During observations and reflective discussions conducted after the practical sessions, many participants expressed greater optimism regarding their ability to produce marketable handicrafts using locally available resources. Prior to the training, most participants viewed Batik Jumputan merely as a traditional cultural practice with limited economic value. However, after completing the workshops, participants recognized that creative products could become an alternative source of household income when combined with attractive product design, proper packaging, and effective marketing strategies. This transformation illustrates that community empowerment is fundamentally a process of enhancing people's capabilities and opportunities rather than simply providing material assistance. Similar findings have been reported by Kusnanto et al. (2024), who argued that strengthening local creativity and innovation significantly contributes to improving business resilience among small-scale craft industries. Furthermore, integrating entrepreneurship into community-based cultural activities supports sustainable local economic development by encouraging communities to maximize their own resources and competencies (Abdussalam et al., 2024).

The economic impact of the program extended beyond participants' technical abilities by encouraging entrepreneurial thinking and increasing awareness of market opportunities. Throughout the mentoring sessions, participants learned how to estimate production costs, determine competitive selling prices, design attractive packaging, and introduce products through social media platforms. These business-related competencies are essential because many rural micro-enterprises encounter difficulties not only in production but also in commercialization, market expansion, and understanding the legal aspects of operating sustainable businesses. In addition to entrepreneurial skills, rural business actors require basic knowledge of business legality and legal protection to strengthen market confidence and ensure long-term business sustainability, particularly as their products begin to enter broader commercial markets (Fairuza et al., 2024). The introduction of digital promotion strategies also broadened participants' perspectives regarding the accessibility of online marketplaces and community-based marketing networks. Although the program represented an initial intervention, participants demonstrated increased readiness to transform Batik Jumputan into a small-scale household enterprise capable of generating supplementary family income. These findings support Ahmed and Alshaher (2024), who emphasized that digital marketing enhances the competitiveness of local entrepreneurs by expanding consumer reach and strengthening purchasing behavior through electronic communication channels. Consequently, the empowerment initiative not only improved production skills but also enhanced participants' entrepreneurial literacy, which constitutes an important foundation for sustainable creative economic development.

The social impacts of the empowerment program were equally significant and extended beyond the immediate outcomes of skill acquisition. The participatory learning environment

strengthened interaction among participants, promoted mutual assistance, and reinforced community solidarity throughout the implementation process. During the practical workshops, participants actively exchanged ideas regarding motif development, color combinations, production techniques, and product quality while collaboratively solving technical challenges encountered during dyeing and finishing. Such interactions gradually created a learning community characterized by trust, cooperation, and shared responsibility, thereby strengthening local social capital. The collaborative atmosphere also reduced participants' hesitation to learn new skills and encouraged continuous knowledge sharing beyond the formal training sessions. As participants became increasingly involved in collective activities, they developed stronger interpersonal relationships that supported mutual encouragement and sustained motivation to continue producing Batik Jumptan after the program had concluded.

Furthermore, the active involvement of PKK organizations and village stakeholders expanded women's participation in community decision-making and productive social activities. Many participants who had previously viewed themselves primarily as homemakers began recognizing their potential as contributors to household income and local economic development. Increased self-confidence was evident as participants became more willing to present business ideas, discuss marketing strategies, demonstrate their finished products before other community members, and explore opportunities for collaborative production. This transformation illustrates that empowerment encompasses not only economic improvement but also psychological development, increased self-efficacy, and greater social participation. From a broader socio-legal perspective, empowering women through productive community activities also supports the realization of fundamental human rights by expanding opportunities for participation, economic independence, and social inclusion within both family and community contexts (Widianingsih & Bhatti, 2025). The emergence of these capacities is particularly important for rural communities because empowered women often become catalysts for wider community development by transferring newly acquired knowledge to family members and neighboring households.

These findings confirm that community empowerment contributes not only to economic advancement but also to the strengthening of social cohesion, collective capacity, and community resilience. The integration of cultural preservation with participatory entrepreneurship training created an inclusive environment in which local knowledge became a shared community asset rather than an individual skill. Previous studies similarly demonstrate that participatory community engagement enhances collaboration among local stakeholders, strengthens collective problem-solving capacity, and supports the long-term sustainability of community development initiatives (O'Brien et al., 2022; Raya et al., 2021). Consequently, the Batik Jumptan empowerment program functioned not merely as a vocational training activity but as a catalyst for building stronger social networks, increasing women's agency, and fostering a more resilient and self-reliant rural community.

Table 2. Economic Outcomes of the Batik Jumptan Empowerment Program

Indicator	Observation
Technical production skills	Improved significantly through practical workshops
Entrepreneurial knowledge	Increased understanding of pricing, packaging, and marketing

Indicator	Observation
Creativity	Participants developed various patterns and color combinations
Business readiness	Increased willingness to initiate household-based enterprises
Income opportunity	New alternative source of family income identified

Source: Authors' analysis (2025).

The empowerment initiative also contributed to strengthening women's roles within household and community economic activities. Rather than positioning housewives solely as beneficiaries of development programs, the Batik Jumptan initiative encouraged them to become active economic actors capable of creating products with commercial value. This shift reflects a broader understanding of women's empowerment in which knowledge acquisition, productive participation, and economic contribution collectively enhance family resilience. The collaborative learning process additionally encouraged participants to perceive entrepreneurship as a collective rather than individual endeavor, thereby increasing opportunities for future cooperative production and marketing activities. Such outcomes are closely aligned with Sustainable Development Goal (SDG) 5 concerning gender equality and women's empowerment, as well as SDG 8 regarding decent work and inclusive economic growth (Aziz et al., 2024; Paratama et al., 2024). Therefore, the Batik Jumptan program demonstrates that culturally based creative industries can simultaneously support women's empowerment, household welfare, and sustainable rural development through participatory economic initiatives.

Table 3. Social Impacts of the Community Empowerment Program

Social Indicator	Findings
Community participation	High involvement throughout the program
Women's confidence	Increased willingness to initiate economic activities
Collaboration	Strong cooperation among participants and PKK
Knowledge sharing	Active exchange of production techniques and business ideas
Social cohesion	Improved interaction and collective responsibility

Source: Authors' analysis (2025).

Overall, the findings indicate that the Batik Jumptan empowerment program produced multidimensional impacts extending beyond the acquisition of technical production skills. The initiative strengthened entrepreneurial capacity, enhanced women's confidence, reinforced social cohesion, and expanded opportunities for household-based income generation. Compared with many community empowerment programs that primarily emphasize short-term training, this initiative integrated cultural preservation, entrepreneurship education, digital marketing, and collaborative learning within a single participatory framework. Such integration represents the principal contribution of this study, demonstrating that university-led community service can become a sustainable empowerment model capable of simultaneously addressing economic, social, and cultural dimensions of rural development. These findings extend previous studies on creative economy development by highlighting the importance of

combining local cultural assets with participatory capacity building to achieve more sustainable community empowerment outcomes.

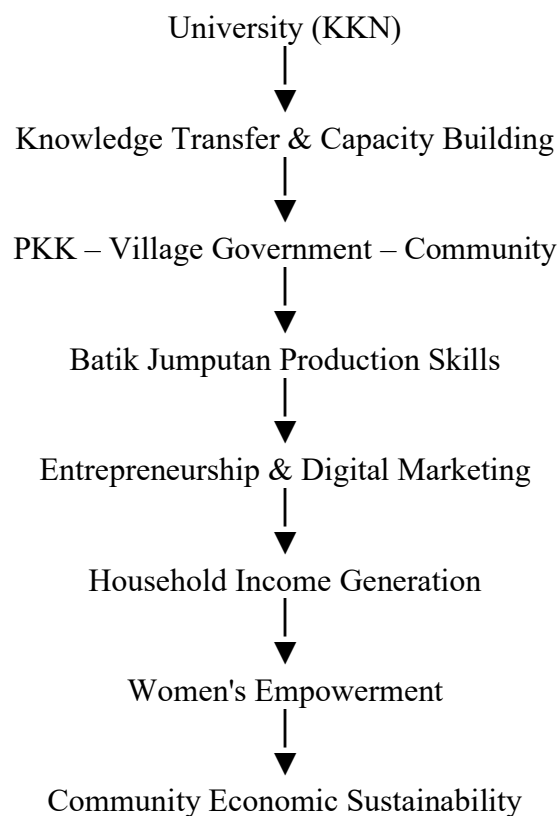
Sustainability of Community-Based Creative Economy Through Batik Jumputan

The long-term sustainability of community empowerment programs depends not only on the successful transfer of technical skills but also on the establishment of institutional collaboration, entrepreneurial culture, and continuous community participation. The Batik Jumputan empowerment initiative implemented in Purwajaya Village demonstrates that sustainable rural development requires an integrated approach combining local cultural resources, community engagement, entrepreneurship education, and institutional support. Throughout the implementation, participants did not merely acquire practical skills in textile production but also developed greater awareness of business opportunities and the importance of collaborative learning. This transformation indicates that empowerment should be understood as a continuous process of strengthening local capacity rather than a short-term intervention limited to training activities. The active involvement of PKK organizations, village authorities, university students, and community members created a collaborative ecosystem capable of supporting future economic initiatives beyond the completion of the KKN program. Previous studies have emphasized that sustainable community development emerges when local institutions become active partners in knowledge dissemination and innovation rather than passive recipients of external assistance (O'Brien et al., 2021). Similarly, Kusnanto et al. (2024) argue that community resilience within the creative industry is strengthened when empowerment strategies integrate entrepreneurship, innovation, and local participation into a unified development framework. The findings of the present study therefore reinforce the importance of institutional collaboration as the primary foundation for sustaining community-based creative economy initiatives. Such institutional collaboration is increasingly effective when supported by adaptive local governance and digital public administration, enabling village institutions to coordinate empowerment activities, disseminate information, and maintain continuous engagement with community members (Martitah et al., 2021).

Unlike many short-term empowerment programs that conclude immediately after training activities are completed, the Batik Jumputan initiative was designed to establish a sustainable learning process capable of generating continuous economic benefits. Participants acquired not only production techniques but also entrepreneurial competencies related to product branding, simple financial management, digital promotion, and customer-oriented marketing. As rural entrepreneurs increasingly depend on digital platforms, sustainable business development also requires awareness of digital security. Basic knowledge regarding phishing prevention, secure online transactions, and responsible use of digital technologies is essential to protect micro-businesses from cyber threats that may reduce consumer trust and business sustainability (Karim et al., 2023). These competencies increase participants' ability to adapt to changing market conditions and encourage continuous product innovation. The incorporation of digital marketing into community empowerment is particularly relevant in the current era because rural micro-enterprises increasingly depend on digital communication platforms to expand market access and improve competitiveness. Ahmed and Alshaher (2024) demonstrated that digital marketing significantly influences purchasing behavior by strengthening electronic communication between producers and consumers. Consequently, integrating entrepreneurial

literacy with digital promotion provides a stronger foundation for sustainable household-based businesses than technical production training alone. Moreover, the preservation of Batik Jumptan as a cultural heritage product creates additional value because consumers increasingly appreciate authentic handmade products reflecting local identity. This combination of cultural preservation and market-oriented entrepreneurship strengthens the long-term viability of community-based creative industries.

Figure 4. Conceptual Model of Sustainable Community-Based Creative Economy through Batik Jumptan Empowerment



Source: Authors' conceptual framework based on research findings (2025).

The sustainability of the empowerment model also aligns closely with the principles of inclusive development promoted within the Sustainable Development Goals (SDGs). The Batik Jumptan program contributes directly to SDG 5 by strengthening women's participation in productive economic activities and enhancing their decision-making capacity within household economies. Simultaneously, the program supports SDG 8 by promoting decent work, entrepreneurship, and local economic growth through creative industries based on cultural heritage. Beyond these goals, the collaborative nature of the program reflects the broader principle of partnership emphasized in SDG 17, where universities, local governments, community organizations, and citizens collectively contribute to sustainable development. Rather than viewing economic development solely from the perspective of financial growth, the findings suggest that sustainability should also encompass cultural preservation, social

cohesion, and human capacity development. This multidimensional perspective is consistent with Abdussalam et al. (2024), who argue that sustainable economic development depends upon strengthening local human resources and productive community participation. Likewise, Aziz et al. (2024) emphasize that sustainable prosperity requires integrating economic initiatives with ethical, social, and community-oriented values. Therefore, the Batik Jumptan empowerment initiative represents an example of how local cultural assets can be transformed into sustainable development resources while simultaneously strengthening women's economic resilience and preserving Indonesia's cultural identity.

Table 4. Sustainability Components of the Batik Jumptan Empowerment Model

Sustainability Dimension	Community Contribution	Long-Term Expected Outcome
Human Capital	Technical skills and entrepreneurship training	Independent household entrepreneurs
Social Capital	Collaboration among PKK, village government, and community	Strong community participation
Cultural Capital	Preservation of Batik Jumptan traditions	Sustainable cultural identity
Economic Capital	Creative product commercialization	Increased household income
Institutional Support	University-community partnerships	Sustainable empowerment programs

Source: Authors' analysis (2025).

The principal contribution of this study lies in the development of an integrated community empowerment model that combines participatory learning, women's empowerment, cultural preservation, and creative economy development within a single sustainable framework. Previous studies have generally examined Batik from the perspectives of cultural heritage preservation, small business development, or creative industry competitiveness separately (Raya et al., 2021; Kusnanto et al., 2024). In contrast, the present study demonstrates that university-led community service can function as an integrative platform connecting these dimensions through participatory collaboration involving higher education institutions, local governments, community organizations, and rural households. This integrated model extends existing literature by illustrating that sustainable empowerment is achieved not only through improving technical production capacity but also by strengthening entrepreneurial literacy, institutional partnerships, and social capital simultaneously. Accordingly, the Batik Jumptan initiative offers a replicable framework for rural community development that can be adapted by other villages seeking to utilize local cultural resources as drivers of inclusive economic growth. Future community service programs should therefore prioritize continuous mentoring, digital business development, product innovation, and broader institutional collaboration to ensure that empowerment outcomes remain sustainable long after the completion of university engagement activities.



CONCLUSION

This study demonstrates that community empowerment through Batik Jumputan training constitutes an effective strategy for strengthening household-based creative economies in Purwajaya Village, Ciamis Regency. Addressing the research objective, the findings reveal that integrating practical skills training, entrepreneurship education, and participatory community engagement successfully enhanced participants' technical competencies, entrepreneurial awareness, and confidence in developing home-based economic activities. The Batik Jumputan program enabled housewives to transform local cultural resources into products with economic value while preserving Indonesia's traditional textile heritage. Rather than functioning solely as vocational training, the initiative created a collaborative learning environment involving universities, village government, PKK organizations, and community members, thereby strengthening local capacity for sustainable economic development. These findings confirm that community empowerment becomes more effective when cultural preservation, creative industry development, and participatory learning are integrated into a single community-based intervention.

The study further indicates that the impacts of the empowerment program extend beyond economic outcomes. In addition to improving participants' production skills and entrepreneurial literacy, the program strengthened women's self-confidence, expanded community participation, reinforced social cohesion, and encouraged collective responsibility for local development. The incorporation of entrepreneurship mentoring and basic digital marketing introduced participants to broader market opportunities and increased their readiness to establish sustainable household enterprises. These outcomes demonstrate that creative economy initiatives can simultaneously contribute to economic resilience, women's empowerment, and community collaboration, supporting the achievement of Sustainable Development Goals (SDGs), particularly SDG 5 (Gender Equality) and SDG 8 (Decent Work and Economic Growth). The principal contribution of this study lies in proposing an integrated empowerment model that combines cultural preservation, entrepreneurship education, participatory university-community collaboration, and local institutional support within a sustainable rural development framework. This model offers a practical reference for universities, local governments, and community organizations seeking to strengthen rural creative industries through locally available cultural assets.

Despite these contributions, the study has several limitations. The program was implemented within a single village and involved a relatively limited number of participants, which may restrict the generalizability of the findings to other socio-cultural contexts. Moreover, the evaluation primarily focused on short-term changes observed during and immediately after the implementation of the training, without measuring the long-term sustainability of participants' businesses or household income growth. Future studies should therefore employ longitudinal approaches to assess business continuity, product commercialization, digital market expansion, and long-term socio-economic impacts across multiple rural communities. Comparative studies involving different regions and various forms of local creative industries would also provide a broader understanding of sustainable community empowerment models. Nevertheless, the findings provide empirical evidence that university-led community service programs can serve as effective catalysts for strengthening community resilience by integrating cultural heritage,



women's economic participation, and creative entrepreneurship into a sustainable and replicable model of rural community development.

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