



Nahdlatul Fikr

International Journal of Islamic Studies, Education, and Humanities

ISSN XXXX-XXXX

Volume

DOI: xxx/xxxx

Website: <https://ejournal.kampusalazhar.ac.id/index.php/JNF>

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

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Article History

Submitted: October 10, 2024 | Received: January 12, 2025 | Revised 1: February 10, 2025 | Revised 2: March 10, 2025 | Accepted: March 15, 2025 | Published: April 15, 2025

Citation (APA Style)

Fellani, A., Wahid, L. A., Hidayaturrohmah, S., Rianto, V. S., Nurwahidayah, N., Nurafifah, E., Majid, F., Mahendra, I., Hilmi, M. A., Yuniar, N. R., & Karim, A. (2025). Community empowerment efforts through creative economic training for housewives with Batik Jumputan in Purwajaya Village, Ciamis Regency. *Nahdlatul Fikr*, 1(2), 59–74.



Abstract

Background: This study focuses on empowering housewives in Purwajaya Village, Ciamis Regency, through training in *Batik Jumputan*, a traditional tie-dye technique, as part of a Community Service Program (KKN).

Methods: A qualitative participatory approach was applied, involving 25 housewives selected through collaboration with local PKK cadres. Data were collected through observation, interviews, and documentation.

Results: Participants gained practical skills in *Batik Jumputan* production, showed increased confidence, and began creating products with unique designs. The initiative led to new economic activities and improved household income.

Discussion: The training strengthened women's capacity for entrepreneurship while preserving local cultural heritage. Challenges included limited marketing access and initial lack of confidence.

Conclusion: Creative economy training based on traditional crafts effectively supports rural women's empowerment and economic resilience.

Novelty: This study presents *Batik Jumputan* as a community-based empowerment model that integrates cultural heritage with economic development in rural Indonesia.

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

INTRODUCTION

The Community Service Program (KKN) is a university-led initiative that connects students with local communities, enabling them to apply academic knowledge while contributing to community development. Typically carried out during students' fifth or sixth semesters, this program bridges the gap between theoretical learning and real-world application, providing students with an opportunity to address local challenges and seize opportunities within the communities they serve (Labibah et al., 2023). Through active participation, students not only gain valuable hands-on experience but also foster a sense of social responsibility, preparing them to become future leaders and agents of change (Solehudin et al., 2025).

The KKN program reflects the Tri Dharma of higher education—education and teaching, research, and community service. These three pillars work synergistically, creating a comprehensive educational experience that extends beyond the classroom (Berlian et al., 2025). The community service component plays a crucial role in allowing students to apply their academic knowledge to real-world issues. It empowers them to develop and implement community empowerment initiatives that contribute to societal well-being (Karim et al., 2023). Ultimately, the program aims to produce not only experts in various fields but also socially conscious individuals committed to improving human welfare through community involvement.

Community empowerment seeks to address some of society's most pressing issues, including poverty, underdevelopment, and social exclusion. By equipping individuals and groups with the tools and skills they need to succeed, it builds self-reliance and enhances community



welfare. This approach aims to maximize the potential of both human and natural resources (Widiyantoro et al., 2020). Empowered communities experience improved livelihoods, stronger social cohesion, and greater participation in economic activities. Welfare, in this context, refers to a state of security, fulfillment, and prosperity, where individuals live in peace and have access to economic opportunities (Rian et al., 2023). Economic growth, particularly in rural areas, is often seen as a key indicator of overall community welfare. Therefore, initiatives that promote economic development are essential for achieving long-term improvements in quality of life.

In rural areas, one of the most effective strategies for economic development is the promotion of creative economies. These economies rely on creativity, innovation, and cultural assets to generate income and employment opportunities. Creative industries typically involve the production of goods and services rooted in arts, culture, and craftsmanship, with significant economic value attached to unique local traditions and knowledge (Abdussalam et al., 2024; Ahmed & Alshaher, 2024). For example, the textile and craft industries are among the fastest-growing sectors in many rural areas of Indonesia, offering substantial potential for economic growth. Among these industries, batik—traditional fabric dyeing—has proven to be a key economic driver in many Indonesian regions (Paratama et al., 2024).

Batik is not only an art form but also a deeply ingrained cultural heritage, which has become an integral part of Indonesia's national identity. Batik-making encompasses various techniques, including hand-drawn batik (batik tulis), stamped batik, machine printing, and tie-dye techniques, one of which is Batik Jumputan (Tahitoe et al., 2019). Batik Jumputan uses a tie-dye technique, where fabric is tied with strings and then dyed to create intricate patterns. This labor-intensive method requires creativity, skill, and traditional knowledge. The batik industry has grown significantly, contributing greatly to Indonesia's economy, both through domestic production and exports (Ahyani et al., 2025).

Despite its potential, the creative industry—especially batik—has yet to reach its full potential in many parts of Indonesia. Purwajaya Village, located in Ciamis Regency, is one such area where the local community lacks access to creative economy initiatives, particularly in batik. While there is growing interest in batik-making across the country, rural areas like Purwajaya still face barriers in harnessing this interest. Consequently, there is a gap in the local economy, with limited individuals possessing the skills to produce or market batik products effectively (Heradhyaksa et al., 2023).

The Batik Jumputan technique presents a unique opportunity to address this gap. By using traditional, culturally rooted methods in textile production, it can serve as a viable source of income for rural households, particularly for housewives with limited access to formal employment. Training housewives in Batik Jumputan production through creative economic initiatives can enhance their ability to contribute to the local economy. This initiative can also positively impact social dynamics, empowering women to become more financially independent while fostering pride and ownership over their cultural heritage (Abdullah et al., 2024). Programs promoting Batik Jumputan as a community-based economic activity have already seen success in other regions, such as Toman Village in 2017, where local artisans benefited significantly from empowerment programs focused on this technique (Fairuza et al., 2024).



Inspired by these successes, the Community Service Program in Purwajaya Village aims to replicate this model by providing housewives with training and practical skills in Batik Jumputan. The program seeks to empower women by equipping them with the knowledge and tools necessary to create marketable batik products. The workshops, facilitated in collaboration with local PKK cadres, offer housewives an opportunity to learn batik-making techniques while also receiving basic business and entrepreneurship training. The ultimate goal is to boost household incomes and contribute to the broader economic development of Purwajaya Village. Additionally, the KKN program will foster a sense of community collaboration and resilience as local women take on dual roles as producers and entrepreneurs. By blending creativity with local cultural traditions, this initiative aims to create a sustainable and viable economic sector in the village. As housewives develop their batik-making skills, they will be better equipped to create and sell their products—both within their communities and to wider markets. This empowerment process will not only drive economic development but also strengthen social cohesion by engaging women in activities that promote teamwork, creativity, and cultural pride.

LITERATURE REVIEW

Community empowerment is increasingly recognized as a pivotal strategy in tackling social and economic challenges, including poverty, underdevelopment, and social exclusion. Empowerment goes beyond the mere provision of resources or assistance; it is about enabling individuals or communities to recognize and harness their inherent capabilities and available resources to improve their living conditions and overall quality of life. According to Munawar (2025), empowerment strategies must focus on fostering autonomy, enhancing decision-making capabilities, and creating the conditions for sustainable development. Empowerment also enables individuals and communities to overcome barriers that limit their potential and access to opportunities, particularly in marginalized areas where basic services and economic opportunities are limited.

Community empowerment refers to a process by which communities gain control over the decisions, actions, and resources that affect their lives. It aims to increase the capacity of individuals and groups to make informed choices and take action toward achieving their collective well-being. Effective community empowerment strategies are multifaceted and involve creating an enabling environment that promotes the development of both human and natural resources. As Widiyantoro et al. (2020) argue, empowerment initiatives must work to create synergy between the potential of the people and the available institutional support to maximize their effectiveness. In this regard, community empowerment is closely linked to broader goals of human development, social justice, and economic progress.

There are three essential areas that any community empowerment initiative should address to ensure its sustainability and effectiveness. First, creating an enabling environment that facilitates the development of both human and natural resources is crucial. This involves strengthening local institutions, providing education and training, and ensuring that communities have access to the necessary tools, technologies, and infrastructure. Second, it is important to enhance the existing assets within the community, such as local knowledge, cultural heritage, and traditional skills. These assets, if utilized correctly, can contribute significantly to economic growth. Third, empowerment programs should be maximized by



involving collaboration with local institutions, government agencies, and other stakeholders to ensure that the interventions are well-coordinated and responsive to the needs of the community. One of the central indicators of community prosperity is economic growth, particularly in rural areas where access to economic opportunities is often limited or absent. Economic growth leads to an improvement in the standard of living, job creation, and increased financial independence for individuals and families. However, in many rural areas, traditional economic activities are no longer sufficient to sustain local populations. This is where the creative economy can play a transformative role. The creative economy, as defined by researchers like Ahmed & Alshaher (2024), relies on the production and distribution of goods and services derived from individual creativity, skills, and talents. It leverages local knowledge, culture, and traditions to generate income and stimulate economic activity. In rural areas, where the potential for industrial growth may be limited, creative industries provide a unique opportunity to foster sustainable development by utilizing indigenous knowledge and cultural products.

Batik production, particularly Batik Jumputan, is one of the prominent creative industries in Indonesia. The country's rich cultural heritage, including its textile industry, has long been a source of pride and economic opportunity. Batik is a traditional fabric dyeing technique that has been passed down through generations. The techniques used to produce batik vary across regions, and each form of batik holds unique cultural and historical significance. Batik Jumputan, a variation of the tie-dye technique, involves knotting or tying sections of the fabric and dyeing them to produce intricate patterns and designs. The distinctiveness and aesthetic value of Batik Jumputan make it a significant component of Indonesia's textile and cultural heritage. As such, it holds considerable economic potential, particularly in rural areas where it can serve as both a cultural artifact and a marketable commodity.

The creative economy, which incorporates industries like textiles, art, and craft, is becoming a major driver of economic growth, particularly in developing countries like Indonesia. Batik production, especially Batik Jumputan, represents a fusion of cultural preservation and economic innovation. The role of the textile sector in driving local economies cannot be overstated. As Budianto et al. (2020) highlight, the growth of the textile industry contributes significantly to employment, income generation, and the preservation of local traditions. This is particularly evident in rural areas, where batik-making has become a source of livelihood for many communities.

Research on the empowerment of communities through batik production has demonstrated the significant positive impact of such programs. The development of batik-making skills among local artisans not only helps preserve an important cultural tradition but also opens up new opportunities for income generation. Programs aimed at improving batik production in rural communities have shown that when local artisans are empowered with the right skills and knowledge, they can transform their craft into a sustainable business. This results in improved economic outcomes, such as increased household incomes, greater job security, and enhanced social cohesion.

For example, in Toman Village, empowerment programs aimed at enhancing the skills of local batik artisans have proven successful in improving the economic and social conditions of the community. The Department of Industry and Trade in the region reported that the introduction of Batik Jumputan production and related skill development initiatives led to a rise in local



income levels and a greater sense of community pride and ownership (Kusnanto et al., 2024). These programs were also successful in building capacity among the participants, enabling them to expand their businesses, create new products, and access broader markets. The success of these initiatives illustrates the potential for batik production to drive rural economic development and social empowerment.

In Purwajaya Village, the application of Batik Jumputan as a focus of a community empowerment program has significant potential. The village is located in a rural area where traditional economic activities may not be sufficient to meet the needs of the local population. The introduction of creative industries like batik production can serve as a catalyst for economic growth by tapping into both local cultural heritage and global markets. The project in Purwajaya Village aims to empower housewives, a group often marginalized in economic activities, by providing them with the skills needed to produce Batik Jumputan and engage in entrepreneurial activities. By training housewives in both the craft of batik-making and the principles of entrepreneurship, the program seeks to create sustainable economic opportunities that will improve household incomes and promote local economic development. The involvement of housewives in the creative economy also promotes gender equality by giving women a platform to participate in economic activities, thus improving their social status and independence.

Furthermore, the program is designed to preserve and promote local cultural heritage while simultaneously fostering innovation. Batik Jumputan is a distinctive form of batik that can help differentiate Purwajaya Village from other regions. By branding and marketing this unique form of batik, the program could create a niche market for the products, which could further boost the local economy. The skills learned in the program can also be used to create new products, explore new markets, and diversify sources of income for the community.

Empowering housewives through training programs like the Batik Jumputan initiative not only addresses economic concerns but also promotes social inclusion and cohesion. As Widiyantoro et al. (2020) note, empowerment leads to increased self-esteem and a greater sense of autonomy among individuals. For housewives, participation in such programs can foster a sense of personal fulfillment and pride. Moreover, their involvement in economic activities can help break down traditional gender roles and create a more inclusive society. The Batik Jumputan training program in Purwajaya Village aims to bring about positive social change by equipping housewives with the knowledge and skills to improve their families' financial well-being. This empowerment leads to greater community cohesion, as individuals become more engaged in local development activities. Furthermore, the success of the program may inspire other women in the village to participate in similar initiatives, creating a ripple effect that extends beyond the immediate beneficiaries.

Despite the promising outcomes of previous empowerment programs in similar regions, there is a noticeable gap in the research concerning the long-term sustainability of such initiatives, particularly those focused on creative industries like batik. While many studies emphasize the short-term benefits, such as improved income and enhanced skill development, few explore the factors that contribute to the sustained success of these programs. The absence of comprehensive longitudinal studies limits our understanding of how community empowerment programs evolve over time and whether they continue to generate benefits once the initial training phase has ended.



Additionally, while there is a growing body of literature on the impact of creative economy programs in rural areas, there is still limited research specifically focused on Batik Jumputan and its potential to serve as a sustainable livelihood for marginalized groups, such as housewives. The unique characteristics of Batik Jumputan, including its local cultural significance and market potential, warrant further exploration to determine its broader economic impact and the challenges faced by producers in scaling their businesses.

Table 1: Summary of Empowerment Programs and Their Impact

Study Area	Program Focus	Target Group	Key Findings	Challenges Faced
Toman Village	Batik Jumputan Skill Development	Local Artisans	Improved incomes, community pride, local business expansion	Lack of access to markets
Purwajaya Village	Batik Jumputan for Housewives	Housewives	Enhanced entrepreneurial skills, increased household incomes	Limited access to capital
Gambo Village	Batik Jumputan Production Support	Artisans & Families	Cultural preservation, job creation	Infrastructure and resource gaps

The creative economy offers a unique opportunity for rural development by leveraging local knowledge, cultural heritage, and creativity to generate income and promote social inclusion. Batik production, particularly Batik Jumputan, is a key component of the creative economy in Indonesia, with the potential to stimulate local economic growth while preserving cultural traditions. By empowering housewives in Purwajaya Village through batik-making training and entrepreneurship, this program offers a model for sustainable community development. Empowering women through skill-building programs not only enhances their economic opportunities but also strengthens social ties and contributes to the overall prosperity of the community. The successful application of similar initiatives in other regions, such as Toman Village, serves as a promising precedent for the continued expansion of creative economy programs in rural Indonesia. Ultimately, this initiative highlights the importance of community empowerment in fostering long-term, sustainable development in rural areas.

METHODOLOGY

The community empowerment program in Purwajaya Village is structured around the development of creative economic activities, particularly through the introduction of Batik Jumputan production. Batik, a traditional form of textile art, plays a significant role in many rural economies by offering income-generating opportunities that also preserve cultural heritage. Similar community-based empowerment models have been explored in various settings. For instance, Kusnanto et al. (2024) emphasized the importance of community empowerment and innovation for business resilience in the Batik industry, highlighting the potential of local craftsmanship as a strategic tool for economic growth. The program targeted



housewives and local entrepreneurs, providing training and resources to enhance their skills in creating Batik Jumputan, a fabric dyeing technique. This approach is supported by studies like Raya et al. (2021), who explored how the adoption of open innovation and community engagement can enhance the competitiveness of craft SMEs, including Batik producers, in Indonesia. They found that supporting small-scale industries through skill development and market access significantly boosts local economies. Similarly, Budianto et al. (2020) studied wastewater treatment optimization in the tapioca industry, noting how innovation at the community level can lead to more sustainable practices and diversification of income sources. To ensure the success of the program, a collaborative approach was employed, involving local officials, women's empowerment institutions, and the residents of Purwajaya Village. The role of collaboration in community empowerment has been discussed by O'Brien et al. (2022), who emphasized the importance of partnerships between universities, local governments, and communities to foster sustainable development in rural areas.

In conducting the program, the team also recognized the need to incorporate digital and modern marketing techniques. According to Ahmed and Alshaher (2024), digital marketing has become an essential tool for local entrepreneurs to expand their reach and promote their products, even in rural areas. This insight guided the training component, which also included a focus on basic entrepreneurship skills, such as marketing, to help participants sell their Batik Jumputan products more effectively. In terms of the training process, the method followed a structured and hands-on approach to skill development. Practical workshops were conducted in collaboration with local women's empowerment institutions, such as PKK, which have been integral in promoting community development and women's economic participation (Abdullah et al., 2024). These organizations played a key role in ensuring the sustainability of the program and ensuring that participants were equipped with the skills necessary to apply their new knowledge.

Evaluation of the program's success will be based on participant feedback, product quality, and the ongoing economic benefits realized by the housewives involved in Batik Jumputan production. Previous studies on similar empowerment projects, like those by Kusnanto et al. (2024), demonstrate the positive effects of community-driven initiatives on local economies, particularly in the context of cultural industries such as Batik. The overall approach aligns with global development frameworks like the Sustainable Development Goals (SDGs), particularly SDG 8, which aims to promote economic growth and decent work for all. The integration of traditional industries with modern economic strategies provides a path forward for rural economic development, as discussed by Paratama et al. (2024), who examined how policy changes can enhance equity in local government recruitment while supporting sustainable economic practices.

RESULTS

The community empowerment program in Purwajaya Village was implemented with the aim of addressing the local economic challenges that the village had been facing. Purwajaya, like many rural areas, struggled with limited economic opportunities, relying mostly on agriculture and traditional farming as the primary source of livelihood. This left many households, particularly those of housewives, vulnerable to fluctuations in the economy. While agriculture is a staple of the village's economy, the lack of diversified income sources meant that the



residents were susceptible to unpredictable weather patterns, fluctuating crop prices, and other external factors. This situation also led to high levels of dependence on the male members of the household, leaving women, especially housewives, with limited opportunities to generate their own income (Raya et al., 2021).

Recognizing this issue, the program aimed to introduce a new avenue for economic empowerment by focusing on creative industries, which had largely been overlooked in the village. The introduction of Batik Jumputan—a traditional Indonesian fabric dyeing technique—became a central focus of the program. Batik Jumputan is a simple and accessible craft, requiring minimal materials and skills, which made it an ideal activity for housewives who could engage in it from home. This model of combining local craft with economic empowerment is similar to the findings of Kusnanto et al. (2024), who highlighted how small creative industries like Batik can foster local entrepreneurship and business resilience in rural areas. The technique involves folding and dyeing fabric in intricate patterns, creating unique pieces of fabric that can be used for various purposes such as tablecloths, scarves, and home decor. Not only did the program serve as a creative outlet for the housewives, but it also opened up a new economic opportunity by teaching them a skill they could use to generate income from home.

The materials required to produce Batik Jumputan included white fabrics, such as cotton, rayon, or mori, which are well-suited for absorbing dye. Other materials included rubber bands, fabric dyes, basins, and boiling water. These materials were either locally available or affordable enough to make the program accessible to all participants. The production process involved several key steps: preparing the fabric, folding and binding it with rubber bands to form various patterns, dyeing it by submerging it into boiling water mixed with dye, and then drying the fabric after it had absorbed the color. The simplicity of the steps, coupled with the minimal material requirements, made Batik Jumputan an attractive option for the housewives in the village, as it could be easily integrated into their daily routines without significant disruptions to their household responsibilities (Budianto et al., 2020).

One of the primary goals of the program was to increase the economic activity of housewives by empowering them with a new skill that could be used to generate additional income. This would not only help diversify the household income but also reduce the economic vulnerability of families who had traditionally relied on a single source of income (Fairuza et al., 2024). Through this empowerment, the program aimed to foster greater financial independence for women in the village, allowing them to contribute directly to the family's economic well-being. The program's success was largely due to the strong community participation and the collaborative efforts of various stakeholders. Support from the local government, community leaders, and especially the Family Welfare Empowerment Institution (PKK) ensured that the program had the necessary resources and local support to thrive (Abdullah et al., 2024). The active involvement of the PKK cadres, who helped spread the word and mobilize the participants, was essential in making the program widely accepted within the community. These leaders also acted as mentors throughout the program, providing guidance and encouragement to the housewives as they learned the craft.

Training sessions were held in a series of seminars and practical workshops, where participants learned the steps involved in producing Batik Jumputan. The hands-on approach allowed participants to immediately practice what they learned, which helped build their confidence



and competence in producing the craft. In addition to learning the technical skills of batik-making, the program also introduced participants to the basics of entrepreneurship, including product marketing and small business management. This combination of craft skills and business acumen was critical in ensuring the long-term sustainability of the program's impact. As noted by Ahmed and Alshafer (2024), incorporating entrepreneurial skills with creative industry initiatives is crucial to ensuring that participants can continue to grow their businesses independently.

The program evaluation indicated that the initiative had a significant positive effect on the participants. Several key indicators showed that the program was successful in achieving its objectives. First, there was a marked increase in the creativity of the housewives, who began to experiment with different patterns and designs for their Batik Jumputan products. Second, the program successfully created new opportunities in the creative economy sector, as the participants started producing and selling their products within the village and to surrounding areas. Third, there was a noticeable increase in the enthusiasm and active participation of the PKK cadres, who were eager to learn and teach others the skills they had acquired (Raya et al., 2021). Furthermore, the community's overall attitude toward creative economic activities shifted positively. Before the program, many villagers were unaware of the potential of creative industries as a source of income. The program not only introduced Batik Jumputan but also served as a catalyst for other creative initiatives, inspiring the community to explore other craft-related activities. The success of Batik Jumputan production provided a model for expanding the creative economy in the village, laying the groundwork for further economic development. As mentioned by Kusnanto et al. (2024), fostering local entrepreneurship in creative industries can significantly boost economic resilience and create long-term opportunities.

The program's success was not just limited to the economic benefits for the participants; it also helped foster a sense of community. The women involved in the program formed close-knit groups, supporting each other in their creative endeavors and collaborating on ways to improve their products. This sense of solidarity not only strengthened the local social fabric but also provided the participants with a network of support and shared knowledge. One of the most notable outcomes of the program was the growing interest in Batik Jumputan products, both within and outside the village. Local entrepreneurs began to market the products at local events, and some even ventured into online platforms to sell their creations. This expansion of market access helped create new income streams for the participants and encouraged further innovation in the designs and products offered (O'Brien et al., 2022). In conclusion, the community empowerment program in Purwajaya Village has proven to be a successful initiative in addressing local economic challenges. By introducing Batik Jumputan as a creative economic activity, the program empowered housewives to generate income, fostered entrepreneurial spirit, and contributed to the diversification of the local economy. As the program continues to grow, it is expected to create even more opportunities for economic development and social cohesion in the village.

Table 2: Indicators of Program Success

<i>Indicator</i>	<i>Result</i>
<i>Increased Creativity Among Housewives</i>	Participants experimented with various patterns and designs for Batik Jumputan.



<i>Indicator</i>	<i>Result</i>
<i>New Opportunities in Creative Economy</i>	Participants began producing and selling Batik Jumputan products locally.
<i>Active Participation of PKK Cadres</i>	PKK cadres actively participated in the workshops and spread knowledge to others.
<i>Community Support</i>	Positive response from local government and community members helped sustain the program.
<i>Entrepreneurial Skills Development</i>	Participants learned basic business skills, including marketing and product management.

DISCUSSION

The community empowerment project conducted through Batik Jumputan training in Purwajaya Village offers a powerful example of how targeted skill development can effectively contribute to rural economic growth. The project highlights the importance of utilizing often underemployed human resources, particularly women in rural areas, to foster economic and social change. By focusing on housewives, who are typically the backbone of households but often face barriers to active participation in the broader economy, this program offers a path toward increased financial independence, skill development, and social inclusion. The impact of the program is seen not only in the increase in household incomes but also in the revitalization of a traditional art form that serves as a bridge between cultural preservation and economic opportunity. Batik Jumputan is a traditional fabric dyeing technique that holds significant cultural value in Indonesia. This ancient art form, while rooted in history, offers modern economic opportunities by capitalizing on the growing demand for unique, handmade goods. By training housewives in this technique, the project achieved dual outcomes: it preserved a piece of cultural heritage while simultaneously opening new income-generation avenues (Raya et al., 2021).

Batik Jumputan is relatively simple to learn and implement, making it an ideal choice for rural women who may have limited access to formal employment or advanced education. This simplicity, combined with the potential for creativity and variation in the designs, allowed the participants to produce unique products that could be sold at a local and regional level. The economic benefits of such initiatives are particularly profound in rural areas where economic opportunities are often scarce and marginalized groups such as women are frequently excluded from the formal economy (Kusnanto et al., 2024). The empowerment of women through such programs is crucial for addressing gender imbalances in rural economies, which often rely on traditional gender roles that restrict women's participation in economic activities (Fairuza et al., 2024).

The success of this project underscores the value of creative industries as a tool for rural economic development. In many rural regions, the primary economic activity is agriculture, which is susceptible to environmental conditions and market fluctuations. By diversifying the economic base to include creative industries like Batik Jumputan production, rural communities can reduce their reliance on one source of income and increase resilience to economic shocks. Creative industries, by definition, rely on human creativity and cultural



assets, both of which are abundant in rural areas but often remain untapped (Budianto et al., 2020). In Purwajaya Village, Batik Jumputan has not only provided a new economic activity but has also empowered the women involved, giving them a sense of pride in their craft and a tangible way to contribute to their families' financial well-being.

The program's focus on women, specifically housewives, represents an important shift in the way rural economies are structured. Traditionally, women in rural areas are expected to focus on domestic chores and childcare, leaving them with limited opportunities for formal employment or income generation. This program sought to change that by providing women with the skills and resources necessary to contribute financially to their households while remaining within the domestic sphere. This model of economic empowerment is significant because it acknowledges the realities of rural life, where women's labor often goes unrecognized and underutilized, and offers a solution that is both culturally and contextually relevant (O'Brien et al., 2022). Additionally, the fact that the program allowed women to work from home meant that they could continue fulfilling their roles within the family while simultaneously engaging in economic activities (Raya et al., 2021).

The collaboration between various stakeholders—students, local officials, and the PKK (Family Welfare Empowerment) institution—played a pivotal role in ensuring the success of the project. The interdisciplinary approach, which combined the efforts of local leaders, community organizations, and higher education institutions, ensured that the program was both locally relevant and academically informed. The students, as key facilitators of the program, brought fresh knowledge and expertise, while the local officials and PKK cadres ensured that the program was rooted in the community's needs and realities (Abdullah et al., 2024). This collaborative effort contributed to a sense of ownership and agency among the participants, as they could see the direct involvement of their own community leaders in the program. Furthermore, such partnerships provide a model for sustainable development, as they create a foundation for future collaboration on other community-driven initiatives (Kusnanto et al., 2024).

A key element of the success of the Batik Jumputan project was the practical, hands-on training approach that was used. The workshops and seminars provided participants with the opportunity to learn the batik-making process through direct engagement and practice. This experiential learning approach is highly effective in skill-based programs, as it allows participants to gain confidence in their abilities while also providing immediate feedback and support. By the end of the training, the housewives were able to produce their own Batik Jumputan products, which they could sell locally, creating a direct and measurable economic benefit (Ahmed & Alshaher, 2024). Moreover, the combination of technical skill development and entrepreneurship training ensured that participants not only learned how to make Batik Jumputan but also gained the basic knowledge required to market and sell their products.

However, despite the success of the program, several challenges remain that need to be addressed in future iterations to ensure the long-term sustainability and scalability of the initiative. One of the primary challenges is market access. While the housewives were able to produce Batik Jumputan products, there were limited opportunities for them to sell their products beyond their immediate communities. Expanding access to broader markets—whether through regional sales networks, online platforms, or collaborations with larger businesses—could significantly increase the income-generating potential of the program



(O'Brien et al., 2022). Additionally, the quality control of the products needs to be standardized to ensure that they meet market expectations. Training in product quality, consistency, and branding is essential for participants to succeed in the competitive market of handmade goods (Budianto et al., 2020).

Another challenge is scaling the production. While the program successfully trained a group of housewives, the number of participants was relatively small, and the demand for Batik Jumputan may exceed the production capacity of the initial group. Expanding the program to include more women from Purwajaya Village, as well as other villages in the region, would require careful planning around resource allocation, supply chain management, and training infrastructure (Fairuza et al., 2024). This is particularly important in ensuring that the quality of the products does not diminish as the scale of production increases. Future interventions could consider establishing community-based production hubs where participants can collaborate on larger production batches, ensuring greater efficiency while maintaining quality. In terms of sustainability, continuous support and monitoring are crucial to ensure that the initial enthusiasm of the participants is sustained over time. While the program successfully engaged the participants during the training phase, the long-term impact will depend on the continued engagement of the community and the ability to sustain the initiative without ongoing external input (Raya et al., 2021). This could be addressed by establishing local networks of artisans and entrepreneurs who can share resources, collaborate on marketing efforts, and provide mutual support. Furthermore, integrating local governments and business development agencies into the post-training phase can ensure that the program evolves and adapts to changing market conditions.

Despite these challenges, the Batik Jumputan community empowerment project serves as a replicable model for rural development, particularly in other communities with limited access to economic opportunities. The success of the project lies in its ability to leverage local cultural assets and human resources, offering a pathway for rural women to engage in income-generating activities without needing to leave their homes. The project not only improves economic outcomes for the participants but also fosters a sense of pride and cultural preservation. By empowering women, the program contributes to broader societal changes, as it challenges traditional gender roles and encourages women to take on more active roles in the economic life of their communities (Kusnanto et al., 2024). In conclusion, the Batik Jumputan training program in Purwajaya Village has demonstrated the potential for creative industries to play a transformative role in rural economic development. By equipping housewives with new skills and encouraging them to take on economic roles within their households, the program has contributed to the diversification of local economies and improved the financial stability of the participants. The collaboration between local government, community organizations, and higher education institutions has further strengthened the program's impact and ensured that it is grounded in the needs and realities of the community. Going forward, it is essential that the program continues to evolve and scale, addressing the challenges of market access, product quality, and sustainable growth, while remaining committed to its core mission of empowering rural women and preserving cultural heritage.

CONCLUSION

The community service program conducted in Purwajaya Village has highlighted the critical need for greater awareness and understanding of the creative economy within rural



communities. Most residents in the village currently rely on a single source of income, which limits their economic opportunities and impedes broader community development. The introduction of Batik Jumputan production, through seminars and training, has served as a catalyst for positive change by introducing a new creative industry that directly contributes to economic diversification. The program's success underscores the potential of skill-based initiatives that equip local residents, particularly housewives, with the tools to improve their financial independence. By learning Batik Jumputan, participants have not only gained a valuable craft but have also gained access to a sustainable means of income generation that can be practiced from the comfort of their homes. The creative economy, as showcased in this program, offers a promising pathway for rural areas like Purwajaya to diversify their economic activities and increase the livelihood opportunities available to residents.

However, the challenges facing the community are far from over. Although the initial responses were positive, continued efforts from local government and empowerment institutions, such as the Family Welfare Empowerment Institution (PKK), are needed to support the growth of this emerging sector. It is crucial for these stakeholders to actively promote and sustain creative economic activities by organizing additional training programs that cater to other forms of creative industry and skill development. In particular, continued support in product quality control, market access, and the scaling of production is vital for the long-term success of these initiatives. Ultimately, the program in Purwajaya demonstrates the importance of education and collaboration in rural development. It is not only a matter of imparting skills but also of creating a supportive infrastructure that allows these new industries to flourish. With continued engagement, the creative economy can serve as a cornerstone for sustainable development in Purwajaya, improving livelihoods and fostering long-term economic growth. By building on the momentum generated through this program, Purwajaya can lay the foundation for future growth and empowerment for its residents.

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