



Ecoprint Batik Opportunity as an Environmentally Friendly Business (Case study: HR.Ambar Batik. Bayat, Wedi, Klaten)

Yane Puspito Sari

Management Studies Program, Faculty of Nursing, Business and Technology,
Widya Husada University Semarang

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ABSTRACT

The textile industry is one of the contributors to the high amount of waste or garbage in the world. One of the wastes produced by the textile industry is liquid waste in the form of residual dyes/synthetic dyes from the fabric dyeing process which contains several hazardous chemical substances. In fact, initially the textile coloring process used natural dyes. However, as time goes by and technology is developing, synthetic dyes for textiles have been discovered. Natural coloring is starting to become a trend in the textile industry, especially in batik. Many batik craftsmen are getting interested in creating innovations through batik creativity by making batik using natural dyes. This natural color is obtained from leaves, flowers and even tree trunks. In this way, it is hoped that the chemical dyeing waste obtained from textile dyeing will begin to decrease. Ecoprint is one example of this natural coloring. The problems discussed are limited to the creativity of batik craftsmen to open up new opportunities by creating ecoprint batik. The expected objective of the results of this study is to find out the opportunities for batik with new environmentally friendly motifs and creativity that appears to face fashion trends. Data collection techniques and data analysis were obtained from observations, interviews, documentation and literature.

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Corresponding Author:

Yane Puspito Sari,
Management Studies Program, Faculty of Nursing, Business and Technology,
Widya Husada University Semarang,
Jl. Subali Raya No.12, Krapyak, Kec. Semarang Barat, Kota Semarang, Jawa Tengah 50146, Indonesia,
Email: yane.sari14@gmail.com

INTRODUCTION

The textile industry is one of the contributors to the high amount of waste or garbage in the world. One of the wastes produced by the textile industry is liquid waste in the form of residual dyes/synthetic dyes from the fabric dyeing process which contains several hazardous chemical substances. In fact, initially the textile coloring process used natural dyes. However, as time goes by and technology is developing, synthetic dyes for textiles have been discovered (Hikmah, 2021).

Nowadays, natural coloring is starting to become a trend in the textile industry, especially in batik. Many batik craftsmen are getting interested in creating innovations through batik creativity by making batik using natural dyes. This natural color is obtained from leaves, flowers and even tree

trunks. In this way, it is hoped that the chemical dyeing waste obtained from textile dyeing will begin to decrease. Ecoprint is one example of this natural coloring.

Basically, ecoprint has been known for a long time, but ecoprint has increased rapidly at this time because it is considered to have economic value and is easy to manufacture. In addition, the fabric produced from the ecoprint technique has a more attractive appearance and is of high value because the process is made by hand. As the name implies, eco comes from the word ecosystem (nature) and print which means to print. The ecoprint coloring technique pioneered by India Flint. Ecoprint is defined as the process of transferring colors and shapes to fabrics through direct contact. The ecoprint technique which is a development of ecofashion, to produce environmentally friendly fashion products (Saptutyingsih, et al, 2019).

Public awareness of the preservation of nature has made the trend of environmentally friendly lifestyles increasingly popular and widespread in various business sectors. No exception with fashion trends, especially batik. Lately, Ecoprint batik has developed, namely contemporary batik that adds to the repertoire of ethnic batik in addition to written batik and stamped batik. As the name implies ecoprint from the word eco from the word ecosystem (nature) and print which means to print, this batik is made by printing with materials found in the natural environment as fabrics, dyes, and pattern makers. The materials used are leaves, flowers, stems and even twigs. The use of natural materials for batik coloring is in line with the concept of using environmentally friendly products by utilizing natural dye sources. In several countries, such as Germany and the Netherlands, there has been a ban on the use of chemical-based dyes since 1996. Therefore, textile products that use natural dyes, especially batik, have started to appear (Alamsyah, 2018).

HR. Ambar Batik, is one of the batik craftsmen who innovate to produce batik with natural materials. So far, Ambar batik produces hand-drawn batik and stamped batik. With the ecoprint which is now starting to become a fashion trend, Ambar batik is trying to produce ecoprint batik to be able to compete with ecoprint batiks that are starting to appear among batik entrepreneurs. With this creativity, it is hoped that it will be able to provide more innovative fashion trends. This ecoprint batik can provide new business opportunities among batik craftsmen, especially Ambar batik.

RESEARCH METHOD

This research was conducted in HR . Ambar Batik, Bayat, Wedi, Klaten, Central Java. Data collection techniques are carried out by: Observation, a technique for finding data and information carried out by direct observation at the research site, which is intended to obtain an overview of the research place, interviews, data and information search techniques carried out by asking directly to batik craftsmen HR Ambar Batik, Bayat, Wedi, Klaten. Intended to obtain data on activities in the manufacture of ecoprint batik and the opportunities to be achieved, as well as interviews with several consumers who visited the HR. Ambar Batik, documentation, techniques carried out by taking documented data, literature, looking for materials and references in the library in order to obtain the required information that is directly related to the problem being discussed, as well as a problem solving technique so that the results of the analysis can be obtained. made to be more optimal and meaningful.

The instruments used in this study for data collection purposes were observation and interview sheets which were compiled based on the main indicators of the need for the ecoprint manufacturing process, the selling price of ecoprint batik and the opportunities to be achieved by batik craftsmen.

In accordance with the research objectives that have been stated in the previous chapter, namely to describe accurate facts to reveal current problems, this research can be categorized as ex-post-facto descriptive research. Namely a method that performs the steps of classification and analysis of data processing, making conclusions and reports, with the main aim of making a description of a situation objectively in a description of the situation.

Data analysis is done by describing all the data that has been collected based on data groups, and is associated with product business opportunities.

RESULTS AND ANALYSIS

HR. Ambar Batik is one of the batik craftsmen in Bayat, Wedi, Klaten, whose owner is Mrs. Ambar Sriningsih. Established in 2013 and is still active in creating batik motifs. Human resources used in HR activities. Ambar Batik is community empowerment around the shop. Starting from the process of making batik to the shopkeeper. There is a lot of competition for batik craftsmen around the city of Klaten, especially if we see it in the city of Solo. Therefore, HR. Ambar Batik strives to create new motifs in batik making. So far, what has been done is to make stamped batik, printing and writing. With the passage of time, a new innovation emerged in the form of ecoprint batik. Ecoprint batik is eco-friendly batik that uses natural raw materials that are all around us, for example, leaves, tree bark and flowers. The colors that will be obtained from the leaves, tree bark and flowers will produce natural colors according to the colors in the leaves, tree bark and flowers. Not to be outdone by other batik craftsmen, HR. Ambar Batik is also trying to create this ecoprint batik motif. The surrounding raw materials are used for making this ecoprint batik.

The process of making batik with ecoprinting is divided into several stages, starting with the preparation of tools and materials, treatment of the fabric that will be given a picture, treatment of the leaves that will be used as patterns and colorants, steaming the fabric to drying. Ecoprint coloring technique is a category of printing coloring technique.

The color produced from the ecoprint coloring technique is in the form of a motif that resembles the shape of the dye used. The materials used are usually in the form of plants, which can be parts of leaves, flowers, stems, or roots that have certain criteria. One of the plants that can be used is leaves with downy criteria on the surface such as teak leaves. The motifs produced from the leaves will be detailed so that the leaf bones and pores are visible. To produce a good ecoprint color, one must consider the ecoprint coloring technique, the type of textile material used, the type of fixation agent, the mass of the fixation agent and the length of the coloring process.

Get to know the equipment/materials that will be used to make ecoprint batik.

1. Cloth :
 - Primis cloth
 - Prima cloth
2. Color lock :
 - Tawas (light dye)
 - Tunjung (old dye)



Figure 1. Tawas and tunjung

3. Color
- Tingi
 - Jambal
 - Secang
 - Mahoni
 - Teger
 - Jolawe



Figure 2. Leaves and flowers for coloring

The following are the materials needed in the ecoprint processing:

- a. Primis/prima cloth
- b. Two plastic sheets that have the same width as the cloth
- c. Dye in the form of leaves
- d. Natural dyes Tunjung, Jolawe, Tingi, tegeran and Secang derived from the bark.
- e. Paralon / Bamboo for rolling
- f. Rope
- g. Color lock (alum/tunjung)
- h. Pot for steaming
- i. Stove

The ecoprint production process is:

1. Before entering the ecoprint processing process, the fabric was previously treated, the process carried out in the treatment was boiling the fabric, this boiling is important because it prepares the fabric material so that it can receive the dye well.
2. Next, natural dyes are used as coloring materials on the fabric so that the fabric looks more attractive. To get natural dyes from each of the bark, a boiling process is carried out.
3. The next process is the laying of the leaves. Leaf litter that has previously been collected is separated based on the type of leaf. Then the shape of the arrangement begins with plastic, then the cloth that has been boiled but not dyed, then put the leaves as desired. Make sure the leaves that are placed do not come out of the fabric that has been previously stretched.



Figure 3. Arrangement of leaves and flowers on cloth



Figure 4. Arrangement of leaves and flowers on cloth



Figure 5. Arrangement of leaves and flowers on cloth

Figures 3, 4, and 5 show the process of arranging leaves and flowers on cloth. The process here which will produce the color on the fabric according to the color of the leaves and flowers that are arranged.

4. The next process is to coat the blanket with the existing plastic, then roll the cloth using bamboo or paralon tools and try to roll the cloth flat and slightly pulled so that the results of

the cloth rolling process will be tight and not loose. Then tie the cloth using a rope so that it can be held in a roll.

5. Next, the cloth is put into the pan and then the steaming process is carried out. This process takes 2 hours. After the cloth is steamed then the cloth roll is opened and aerated to dry for 3-7 days. After that the fabric is carried out the fixation process



Figure 6. The process of the cloth being aerated

6. The fixation process is a process carried out to bind the color to the fabric. This process is done by soaking the cloth in alum water with a ratio of 1 liter of warm water to 14 grams of alum. After that the cloth is rinsed and dried. After the cloth is dry, the cloth is ready to be used as an economical material such as clothes, veils, pillow cloths, and so on.



Figure 7. ecoprint batik ready for sale



Figure 8. ecoprint batik ready for sale



Figure 9. ecoprint batik ready for sale

Figures 7, 8 and 9 show an ecoprint batik image that is finished and ready to be sold.



Figure 10. Ecoprint Batik Dress

Figure 10 shows ecoprint batik that has been designed into a dress that is ready to be worn by consumers.

In the answers of consumers who have been interviewed by the author, they said that the price of ecoprint batik is more expensive than stamped or printed batik, this is because the process of making ecoprint batik is very complicated and takes a long time. The process of making ecoprint batik is quite long, starting from the process of preparing raw materials to starting to make ecoprint batik. The batik processing time is approximately 10 days until the batik is ready to be sold to consumers. The selling price of ecoprint batik is quite expensive compared to the selling price of stamped or printed batik. This is because the manufacturing process is quite long and too complicated, although the raw materials for the motifs and dyes are quite easy to find around us. To calculate this selling price, HR. Ambar Batik uses the addition method, where the selling price is obtained from the calculation of the production price of making ecoprint batik plus the desired profit. Consumers say that the price of ecoprint batik at Batik Ambar is still affordable with the existing quality and the batik-making process itself. This ecoprint batik is quite promising for the current fashion trend. Because it is made from natural materials that are very environmentally friendly by not using chemicals in the batik-making process. Many consumers or people have started using ecoprint batik for the clothes they wear, especially consumers who always follow fashion.

Competition among batik craftsmen is also increasing. They are competing to make as many designs as possible so that consumers are more free to choose the desired motif. The craftsmen try to make consumers feel satisfied with their work. Although this ecoprint batik is colored from natural materials, the results have a very high selling value. In addition to environmentally friendly batik, ecoprint motifs are also able to compete with other batik motifs, this is seen from the enthusiasm of consumers to be able to buy ecoprint batik.

CONCLUSION

HR. Ambar Batik makes a new innovation by creating environmentally friendly batik motifs, namely ecoprint batik, ecoprint batik is eco-friendly batik produced with natural dyes using leaves, stems/twigs and flowers. The selling price of ecoprint batik is more expensive than stamped or printed batik because the process is quite complicated and takes a long time. Ecoprint batik can be part of today's fashion trends.

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