LOCAL WISDOM FOR GREENPRENEURSHIP AS A SOLUTION TO BATIK INDUSTRY IN INDONESIA

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Abstract

The escalation of hand-drawn batik production after receiving the highest reward of Masterpieces of the Oral and Intangible Cultural Heritage of Humanity by UNESCO (United Nations Educational, Scientific and Cultural Organisations) in 2009 is facing a major challenge, the unfriendly environment production. Therefore, it is important to look into the process of making hand-drawn batik justly. Greenpreneurship should be the ultimate purpose for hand-drawn batik industry and is needed to address the challenge. Hundreds of hand-drawn batik industries belong to SME (Small Medium Enterprises) where the owner's motivation determines the industry's nature to produce an environmentally friendly product. The significance to imbued greenpreneurship is emphasized. The role of the hand-drawn batik stakeholders is studied in-depth by analyzing the motivation. To sharpen the investigation: visionary championship, ethical mavericks, innovative opportunist are advocated for discovering the motivations of the hand-drawn batik stakeholders. Local wisdom is presented as a guideline for the hand-drawn batik industry. Finally, an academics involvement is recommended for the development of greenpreneurship within the hand-drawn batik industry.

Keywords: Greenpreneurship, Local-Wisdom, Visionary Championship, Ethical Mavericks, Innovative Opportunistic

Introduction

The world's highest recognition to the wealth of Indonesian cultural heritage culminated in the award of Masterpieces of the Oral and Intangible Cultural Heritage of Humanity by UNESCO (United Nations Educational, Scientific and Cultural Organisations) in 2009 for Batik Tulis or hand-drawn batik. The international award is rewarded only to the hand-drawn batik, excluding the printing ones. The process of making hand-drawn batik is using dyeing technique that result in a threat to the environment (Bowman, 2011; Hamdouch & Depret, 2012; McEwen, 2013; Vitasurya, 2015; Nurainun et al., 2008). Hand-drawn batik production escalades rapidly, especially when the government sets the second of October as national batik day, to commemorate the date of international appreciation. Today, an area can produce ten pieces of batik per week per-artisans, and need at least forty thousand meters of fabric a month (Bisri, 2015). As most hand-drawn batik industry belongs to Small Medium Enterprises (SME), this situation indicates an increasing number of batik entrepreneurs. The challenge is batik production practices the dyeing cloth through a wax-resist method that produces liquid wastewater (Riyanto, 2013, 2016). It is necessary for the batik entrepreneurs to adopt greenpreneurship in order to "move to a more sustainable economic and commercial system" (Schaper, 2002). Why is it necessary?

As the receiver of the prestigious award, the ability to preserve hand-drawn batik and protect the intangible heritage some steps are needed to change the style into a friendly environment business should be organised. Many researches are dealing with the technique to face the problem. However, only several researches are dealing with greenpreneurship. For example, Murni, et al. (2016) explained that greenpreneurship spirit is needed for batik industry as it improves the business performance in the waste management of SME. However, the embodiment of greenpreneurship depending on the common principle, belief and local culture and should be a character reference in the local society's daily life (Vitasurya, 2015). Greenpreneurship should be a pivotal turning point to ensure the batik industry stakeholders could improve their business by producing environmentally friendly hand-drawn batik products. Regardless of all the research concerning batik liquid wastewater treatment, research on utilisation of local wisdom that characterises greenpreneurship should take place. This paper begins the discussion.

The local wisdom begins with the initiative to seek for the entity that is vital for human dignity in the community (Geertz, 1973). To obtain the local wisdom, the researcher is focusing onto Tanjung-Bumi village, in Madura, Indonesia. This study aims to draw attention to the objective of this research, the importance of pervading greenpreneurship for the batik industry in Indonesia through local wisdom with the instruments of visionary champion, ethical maverick, innovative opportunist. Therefore, the rationale for this is that exploring the concept of batik industry stakeholders where greenpreneur is defined by motivation. While motivation is a major factor in greenpreneurship, the subject of this study is investigating batik industry that is managed by a local community.