

DEVELOPMENT OF ENTREPRENEURIAL AND ETHICS-BASED CREATIVE ECONOMY INDUSTRIES THAT HAVE GLOBAL COMPETITIVENESS

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ABSTRACT

This study aims to discuss the ways and forms of increasing the creative industry in the production and marketing of modern Indonesian batik that can be globally competitive. The research method used in this study is a qualitative research method that takes data and information from batik producer business actors in Yogyakarta. This study found that there are six way (Design Innovation and Product Diversification, Technology Utilization in Production Process, Improving the Quality of Human Resources, Marketing and Branding, Increasing Access to International Markets, Certification and Recognition of Works) and three forms (Developing Product Quality, Increase Product Variants ,Contemporary and Flexible Design) of increasing the creative economy industry through the production of modern Indonesian batik. In addition, the main point in increasing the potential of the creative economy industry through production is to improve the upstream area first, namely by creating creative and innovative designs so that with contemporary designs it will be more easily accepted by the national and international markets. Besides issuing various motif designs and providing a touch of deep philosophical meaning, another factor is creating product variants that are needed by the market, so that this flexibility will expand the existing audience both on a national and international scale.

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1. INTRODUCTION

The creative industry is the driving pillar of the national economy that provides benefits for the community to be able to live life. The term creative industry is not an unfamiliar diction for the people of Indonesia. The two words are mutually correlated, which means solving problems that have economic value and creating jobs based on investment and exploration of creative ideas (Putu Ayu Sita Laksmi, 2023). In accordance with its meaning, the main driver in the creative industry is the creativity of sustainable ideas and innovations that are able to overcome a problem effectively and efficiently.

In a globalized world, the creative industry must continue by considering the Environmental, Social, and Governance (ESG) aspects. Therefore,

these three aspects must also be the fundamentals of creative ideas that are created to create a complete balance. In the environmental aspect, the creative industry must be able to create an environmentally friendly outcome, not exploiting nature, not polluting the environment, and supporting environmental sustainability. Then in the social aspect, the creative industry must be able to create a product that is of value to the wider community. In the sense that the products it produces are not harmful to its consumers. The products it produces can be reviewed in terms of aesthetics, usefulness, and rarity (Yasra, 2022). Then finally in the aspect of government, creative industry players must also obey the applicable rules in accordance with existing regulatory standards. Therefore, creative industry players must also

register their business fields in accordance with the Indonesian Standard Business Field Classification (KBLI) in accordance with the industrial fields they work on.

In this era of increasingly fierce and complex global competition, creative industry players must begin to realize that the dynamics that occur in the business world are volatile and unpredictable. Creativity and innovation become very important to keep the 'business ship' from sinking. So that organizations in the business industry must prepare loyal and competent team members, especially in the Research and Innovation team to be productive in producing innovative outcomes. In addition, the competence and capacity of team members must be owned by all team members in creative industry organizations, so that this is a preparation to be able to compete in the midst of increasingly complex times. Creative industry players must be able to build teams with full awareness and in accordance with the roles they need.

The massive development of technology, information, and communication today is like a double-edged knife, in the sense that it can be a golden opportunity or a powerful obstacle. Technology can be a golden opportunity if creative industry players are able to run and adapt agilely. Vice versa, it can become an obstacle if creative industry players are unable to adapt to technological developments properly and correctly (Rosyda, 2023). Creative industry organizations must plan the needs of their teams in accordance with their portions and roles to be able to take professional and maximum responsibility. Creative industry organizations must prioritize lean processing aspects in carrying out their business processes. This also applies to meeting the needs of the necessary team. In addition, lean processing can also mitigate things that are considered less valuable. In this case, lean processing is very important in the development of creative businesses. Lean processing includes transportation, inventory, movement, waiting, overprocessing, overproduction, defects, and skills. Creative industry players must be able to map out which things can be done effectively and efficiently based on several parameters mentioned earlier.

Global challenges are not only the development of technology, information, and communication but there are realities that occur today, namely volatility, uncertainty, complexity, and ambiguity (VUCA). In reality VUCA's conception is a clear message to creative economy industry players to prepare human resources who have strong resilience to compete amid the instability and uncertainty of the times (Fitria, 2023). Therefore, creative economy industry players must anticipate development strategies that start from effective and efficient human resource development and monitor their development so that the maturity of creative economy industry organizations is increasing and

ready to face all the challenges that occur in the VUCA era.

An example of the devastating impact of the VUCA era that is still lingering is the COVID-19 pandemic that attacked all countries in the world. Actually, if seen from another point of view, the COVID-19 pandemic is a filtration tool for creative economy industry organizations that are not ready to answer all the challenges that exist. Internally prepared creative economy industry organizations will not be easily swayed by global challenges because they are able to create an idea that adapts to existing conditions. Therefore, the ability to adapt and innovate must be a basic ability for every creative industry organization. Vice versa, creative economy industry organizations that are not prepared internally, will be easily swayed by the obstacles in the world. When the COVID-19 outbreak occurred, many business industries went out of business, this was because most did not prepare from any aspect to deal with this that could happen. The existence of a COVID-19 outbreak is a filtration for every business industry that runs throughout the world. Not only the MSME sector is severely affected, even large companies also feel the great impact of the COVID-19 pandemic. Therefore, the COVID-19 pandemic is a huge change that has occurred in this century.

Indonesia is a country that has a very rare opportunity, namely the demographic bonus. The demographic bonus can be a positive or negative side depending on the program carried out by the authorities in Indonesia. This golden opportunity must be used as well as possible in order to create golden generations in Indonesia, so as to realize creative economy industry business actors who are useful for the nation and state (Syaifuddin, 2022). Demographic bonus is one of the determining factors to be able to make a country level up into a developed country. In this demographic bonus phase, the workforce with productive age and non-productive age is more productive age, so the potential to contribute to the country will be greater. This can be utilized to create more and better quality creative economy industry entrepreneurs. The challenges ahead will be much greater than before, therefore preparing human resources for the advancement of the creative economy industry based on ethics and business in order to compete globally needs to be a national agenda.

Indonesia is a nation that has a very diverse culture. This diversity makes Indonesia rich in culture and a nation that is respected by other nations. One of Indonesia's cultures is batik, which should be passed on by the next generation. Batik is one of the sectors in the creative economy industry that was born directly from the womb of the motherland. Batik business actors are the main drivers of the creative economy industry in Indonesia (Phang, 2022). Therefore, with the increase in qualified human resources, it will give birth to innovative ideas

in creating batik with various motifs.

Based on the explanation above, the comprehensive background related to the improvement of the creative economic industry based on ethics and entrepreneurship to compete in global challenges is to be able to prepare high-quality human resources and be able to compete on the global industrial stage. One of the creative economic industries that reflects the identity of the Indonesian nation is batik production. Batik is a creative economic industry sector that needs to be developed and improved. Through national batik, it can reflect the dignified identity of the Indonesian nation in the eyes of the world.

2. METHODS

The research method used in this research is a qualitative research method that emphasizes the depth of understanding of an event under study. The essence of qualitative research methods explore a phenomenon under study and prioritize an in-depth communication process so as to obtain comprehensive and in-depth information. In qualitative research studying a situation or event in environmental interactions within the research location. In addition, qualitative research also concludes a postpositivism paradigm that attributes a holistic or whole situation (Moleong, 2021).

Qualitative research methods tend to recognize the research subject in depth and even researchers also go directly into the research process together with the research subject to get the object of research holistically and as it is. Therefore, research using qualitative methods tends to use analysis with an inductive approach. Qualitative research emphasizes understanding the reasoning, meaning, and definition of certain situations and conditions (Nanda, 2023). Therefore, the flow of qualitative research can change depending on the situation and conditions that occur at that time.

There are two types of data in this research, namely primary data and secondary data. Primary data in this study are interviews with creative economic industry players, especially batik producers in Yogyakarta. Then the secondary data in this study are other literacy sources related to the case under study, then the data and information are explored to enrich insights related to the development of entrepreneurial and ethics-based creative economic industries that are globally competitive.

Literature sources related to the development of entrepreneurial and ethics-based creative economic industries that are globally competitive are obtained through various literature sources such as journals, articles, books, documentation, and other literature sources. From these various sources, it is then analyzed and conclusions are drawn. In short, the data collection process in qualitative research is quite simple and easy to analyze and correlate with various sources of scientific literature related to the

object of research.

3. RESULT AND DISCUSSION

Improving Creative Economy Industry through Batik Production

Opportunities in the business world have a wide opportunity for business people to develop their business because it is supported by various supporting tools and modern technology so this makes the business world more competitive. The level of competition is very tight in the business world making buyers choose unique specifications among the same various industries. The existence of this creative economy makes the business world more colorful and becomes an economic moat in every existing business industry (Fadali, 2023). In addition, this creative economy concept can be a multiple-effect in the cycle of economic turnover that is accelerating and certainly increasing GDP exponentially. The fundamental accentuation of the existence of the creative economy in Indonesia creates various benefits such as; increasing the national gross domestic product, increasing export-worthy products, preserving culture and having a direct or indirect impact on society, increasing innovation and creativity to encourage ideas and ideas to create added value.

There are various forms of products to improve the creative economy in Indonesia. Batik is one of the cultural heritage of the archipelago that should be preserved. Basically, batik itself is already unique compared to fashion products in general. The uniqueness arises from the existence of motifs that are very philosophical and symbolic and closely related to the history of the archipelago. Like kawung, which means purity, honor, and tranquility. Philosophically, the meaning of kawung is closely related to the balance between the physical and spiritual worlds. Then the parang motif has the meaning of strength, firmness, and struggle. Symbolically, this motif has the shape of oblique lines in the form of diagonal patterns that are connected to each other. Then gurdho has a deep meaning of constancy, strength, and as a meaning of the relationship between humans and nature. Then the last is the truntum motif which has the meaning of love and peace.

Batik archipelago has a deep and philosophical meaning, from various traditional motifs it has its own uniqueness which is the main attraction. Related to the creative economy through the production of batik, there will be many batik products with traditional motifs, so that this, if reviewed in business science, will become a market business and is widely carried out by business actors, the term is referred to as red ocean business (Adiyani, 2021). In the results of the research conducted, there are various ways to improve the creative economy through batik production which has its own uniqueness compared to other batik producers,

namely;

1. Design Innovation and Product Diversification

The game in designing a batik is the most important thing to be able to attract batik products produced. The development of technology and the acceleration of existing trends are the basis that the times are changing and people's tastes will also change along with the changes. Design innovation means integrating batik designs that are more modern and in accordance with ongoing trends without leaving the traditional values that exist in the batik philosophy. There are several advantages to using design innovation, namely; giving the impression to the public that batik is not old-fashioned which is only suitable for old people to wear, but can also be worn by young people today (Siregar, 2020). In addition, the design innovation widens the niche market in the current demographic bonus era. The existence of designs that continue to innovate will always revive the creative economy through archipelago batik products.

Apart from innovation in design, another thing that can be done is product diversification or making batik products not only into clothes or shirts but can be produced into blazers, basic shirts, wallets, and other products. The results of research conducted at one of the batik-producing companies in Yogyakarta explain that the batik products produced are very diverse such as slim fit and regular fit shirts, blazers, outers, tunics, blouses, basic shirts, and wallets. The more diverse the batik products produced, the more creative and the greater the potential given. The more products that can be given a unique touch, the greater the potential, especially for the needs of the export market abroad. It must be a special attraction compared to other products.

2. Technology Utilization in Production Process

Currently, there are various supporting tools that greatly facilitate the production process which is easier and faster. The utilization of technology can be carried out gradually from upstream to downstream so that every line of batik production business can be carried out professionally (Rosyady, 2022). It has been explained in the section above that design is fundamental in improving the creative economy through batik production. Therefore, this fundamental thing in order to survive and provide maximum results, it can utilize digital technology that can create modern batik designs without leaving the traditional values. Utilizing digital technology through graphic design software can help make batik motifs more complicated and interesting. Then in the production process, the use of batik printing technology can speed up the batik process compared to written batik in general, so this can provide certainty to consumers to be able to have batik with the same motif but through a faster production process.

Innovation in using batik printing machines is the main point for efficiency and implementing lean

processing in the raw material production area. This can cut months of time faster with cheaper fixed costs. The steps taken by one batik producer in Yogyakarta are not 100% managing this process. They work with various batik printing suppliers in Indonesia. This is also much more economical because there is no need to spend asset costs (capital expenditure) on the purchase of printing machines. They also explained that good business ecosystems today are those that are able to adapt, collaborate, and have strong resilience in the midst of strong competitive storms. The use of more modern technology is a better step and a manifestation of the adaptation that occurs.

3. Improving the Quality of Human Resources

Human resources are a very important point in the business world, without humans, the business process in a business cannot run optimally. Humans are the most crucial sector in running a business from upstream to downstream. From a financial point of view, there are two accounts, namely account payable (AP) and account receivable (AR), the processes that occur in the AP area are batik design, raw material production, and finish good production. Then the activities that occur in the AR area are branding, marketing, and selling. Broadly speaking, the six business process flows will not be well connected and integrated if they are not based on communication, commitment, and collaboration from every human being in the business organization (Sasmita, 2023). The improvement of human resources carried out by one of the batik producers in Yogyakarta is through vertical and horizontal training and education. In the current era, it is not the time for one person to have only one ability (I-Shape), but in the current era, more than one skill or ability is needed (T-Shape) or (M-Shape).

Improving human resources through training and education is something that must be done by batik producer companies in Yogyakarta. Now we have entered the VUCA era which requires business actors to be able to adapt amidst the onslaught of uncertainty that will occur in the future. This fundamental skill makes individuals in the organization have a tough soul full of strong resilience. Strong resources will make the business continue to exist amid the onslaught of whatever happens in the future.

4. Marketing and Branding

Back to the aspect of progress in the use of information technology, it makes it easy for everyone to access any information he wants through his software. Likewise with creative economy business actors in Indonesia, this disruption makes business actors also utilize online platforms to market products massively. This digital marketing is used by batik producers in Yogyakarta to introduce batik to the international world by using online sales platforms (e-commerce) and social media. The disruption from offline to online sales has made batik

businesses flock to make efforts to adapt and learn to utilize online platforms.

The utilization of digital marketing is much easier and cheaper, because by using minimalist costs (not as big as traditional marketing) it can reach markets to foreign countries. This can also increase Indonesia's export potential to the world by introducing Indonesian batik to the world. In addition, with the support of product diversification, batik has become more flexible or more easily accepted by countries with different cultures from Indonesia. Apart from the utilization of digital marketing, there is also a strengthening of branding for each different batik brand. The purpose of strengthening this branding is to build the image of batik as a product that not only has aesthetic value but also has a very deep historical and cultural value. In addition, this uniqueness also comes from various regions that have their own characteristics that are appointed as cultural heritage in Indonesia. Of course, this is an attraction in itself to improve the creative economy, especially through archipelago batik products.

5. Increasing Access to International Markets

The international market is more challenging than competition between business actors within the Indonesian market. One of the efforts to introduce batik to the outside world starts with increasing access to international markets. There are many Indonesian diasporas who are studying and working abroad, this is a great opportunity to collaborate with Indonesian diasporas abroad. This is done by a batik producer company in Yogyakarta to be able to collaborate or exchange exposure so that batik is more widely recognized by the international community through the access that the Indonesian diaspora has. Apart from collaborating with Indonesian diasporas abroad, one of the batik producers in Yogyakarta also communicates with the Indonesian Trade Promotion Center (ITPC) in each country. This makes it easier for batik business actors to be able to measure the potential of the export market in the destination country. In addition to the existing potential, ITPC can also provide assistance with export regulations in each country. Because each country has different regulations, the assistance of ITPC, can make it easier for business actors to be able to access detailed information on export regulations to destination countries.

The image brought by the Indonesian diaspora in the eyes of the world makes Batik have a good impression in the international arena. Then, product diversification and modern design games make batik products more easily accepted by the world export market. America is currently the largest country in importing batik from Indonesia. Indonesian batik products are very popular with the people of the United States. Based on the results of this data, it explains that batik can compete in the global world as long as it has its own characteristics and uniqueness

that is presented to the foreign community.

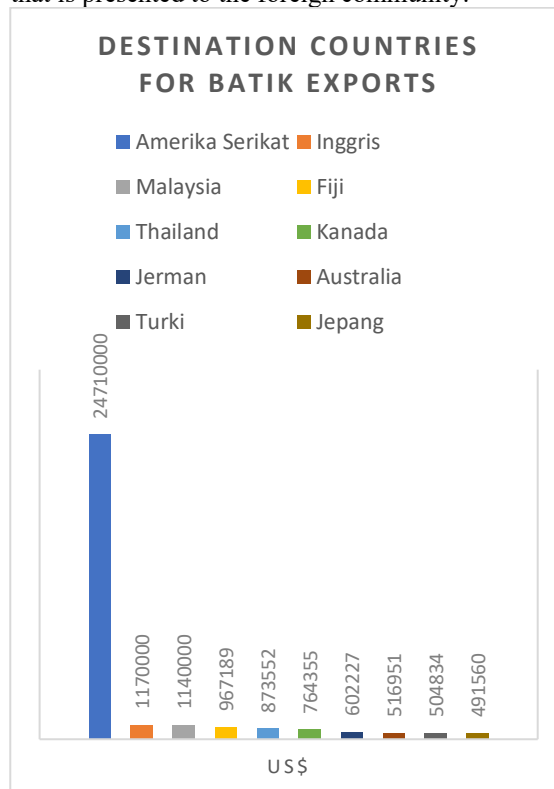


Chart 1. Indonesian Batik Export Data

6. Certification and Recognition of Works

Public trust is the main thing in buying a product from a particular brand. They tend to buy good quality, original, and exclusive batik products. As a business actor who listens to the needs of each customer, it is very necessary to carry out certification and recognition of works so that the batik products produced are not imitated by other batik producers. The existence of this certification and recognition of works can protect intellectual property rights and protect batik designs as works of art that are not easily imitated by other irresponsible parties. The existence of this product certification will increase the sense of trust in customers for the quality and level of originality of the batik products provided. Public trust in a brand is an important point because the moment of truth (MOT) can have a domino effect on each brand to other people who have the potential to become potential customers. Because potential customers can buy a product based on suggestions or recommendations from customers who have bought the batik product.

This phenomenon has made one of the batik producers in Yogyakarta register for certification and recognition of their work in order to maintain a more conducive sales ecosystem. The existence of this certification is also a basic regulation to be able to sell products to foreign markets. Batik is a product that has a Harmonized System Code (HS Code) which is not subject to export product duties by the Indonesian government. This is attempted by the government so that it can encourage the fashion

manufacturing industry to compete with foreign markets massively. Because Indonesia's export data related to fashion is still very low and requires strong support from the government fashion business actors can grow and develop, especially in the international market.

Forms of Creative Economy Industry Development Through Batik Production

The creative industry will easily develop if all business processes in the business organization have the same level of intelligence. This means that between several divisions there are no human resource problems that are much different from other divisions. This means that the meaning of collective intelligence is truly realized and applied to an existing organization. Each division has a different definition of improvement but still has the same long-term goal as other divisions. Every improvement must start with improving human resources first. After all, humans are the main actors in running a business and act as sellers and buyers. Therefore, no matter how modern the business is, no matter how digital the business is, it will still be driven by the main actors called humans.

The form of increasing the creative economy industry through batik production is carried out by one of the batik producers in Yogyakarta by developing product quality, increasing product variants, and providing a touch of design that is more in line with the target objectives. These three forms are carried out because they are in accordance with the company's vision which in essence will bring and introduce batik to the international arena. Currently, it has contacted various Indonesia Trade Promotion Centers (ITPC) throughout the world to gain access to more comprehensive and valid information on the potential for exporting batik products to destination countries. It is unfortunate that not all countries in the world have ITPCs that can help creative economy entrepreneurs in Indonesia. Only in certain countries do ITPC offices exist, such as in the United States which has two ITPCs in Chicago and Los Angeles. This is not without reason, America is the center of world trade, so there is automatically a lot of potential that needs to be optimally empowered, including Indonesian products that are popular with the people of the United States.

1. Developing Product Quality

The definition of a product is a vehicle to deliver value to customers. Philosophically, a product is not a physical item but rather a value, taste, and experience for customers who buy the product. Because it returns to the vision of introducing batik to the international scene, it is necessary to conduct in-depth research related to materials and quality that are adjusted to the destination country (Suryadharma, 2023). For example, products for customers in tropical temperatures will be different from products for customers in cold temperatures, and so on. This is also done by one of the Yogyakarta batik producers

who is currently conducting detailed research related to various needs in the destination country. The first country of export destination is Malaysia because Malaysia has a culture that is not much different from Indonesia. This will make it easier to develop the quality of the products offered. Malaysian batik has a distinctive floral motif with a more striking color combination. In terms of motifs, it is easier to work on because it uses a batik printing production machine that is capable of printing any desired motif in large quantities. Then regarding the material, of course, there is no significant difference. The premium quality material for batik in Indonesia is primsima cotton, while for batik dresses it is silk with various types. Likewise, the clothes worn by Malaysians have the same materials used.

According to the results of the research conducted, there is no need to modify the materials or raw materials in detail. But only modify the design of the motif and the play of colors. Because the number of manufacturers in Malaysia is not sufficient for the needs of domestic clothing. Therefore, this is a golden opportunity to maximize the potential that exists in the country while introducing Indonesian batik abroad. Although it will only be realized in neighboring countries first.

The results of the study also show that the products that are popular with Malaysians are products that are not much different from products produced by Indonesian manufacturers. Some products that are popular with Malaysians are abayas, kurtas, shirts, tudungs, baju kurungs, and telekung (mukena). From the various product lists, one of the batik producers in Yogyakarta determined the top three products, namely baju kurungs, abayas, and kurtas. These three products can be modified by adding a touch of batik motifs to these products. This is a distinctive feature between Indonesian products and Malaysian products. This uniqueness is an attraction for the Malaysian market to be able to develop Indonesian culture amidst the onslaught of Korean, Indian, Chinese and Western cultures.

2. Increase Product Variants

In order to improve the creative economy through batik products by increasing the variety of products to be exported. This is because each country has different cultural tastes. Therefore, the main step to be able to enter the international market is to know the taste of the product in the destination country by conducting research, testing the water, and providing samples to prospective buyers. Increasing product variety means increasing the potential for sales that occur abroad, the greater the potential, the greater the projects that will be accepted. Making new product samples is certainly not easy, it must be perfectly adjusted regarding the standardization of product quality to the destination country. Such as the Harmonized System code, certification of eligibility, certification of authenticity, and special regulations in each destination country.

One of the efforts made by batik producers in Yogyakarta has increased the variety of their products which not only produce batik shirts but are now producing other variants that are easily accepted by the wider community and the international market. The product variants are certainly still related to the textile industry because the niche market has been formed as a premium batik producer in Indonesia, the product variants that have been added are batik blazers, plain shirts, basic batik shirts, batik outers, batik wallets, batik koko, batik kurtas, batik women's dresses, and polo shirts. Various variations of these products have been mass-produced by their manufacturers. The next step is to collaborate with government agencies and overseas sales channels to offer several products that enter the target country market. Of course, this is not something rigid, of course, it is more flexible to follow the flow of interest in a product variation to the target country market.

Currently the main focus in overseas sales targets is on the markets in Malaysia and Brunei. The two countries were chosen because they have backgrounds that are not much different from Indonesia and more importantly, fashion and cultural tastes also have similarities with Indonesia. Therefore, as a batik producer, it will be much easier to produce in large quantities to meet the markets in Malaysia and Brunei.

The basic skill that must be possessed to create a rich product variant is being able to read the opportunities that exist in each country. Because each country has different economic sustainability, geopolitics, regulations, and tastes, it will give birth to different potentials. This skill in reading opportunities is what will make the product produced a winning product or not. Moreover, for multi-ethnic countries like the United States, it will certainly have its own challenges. The product variants must certainly go through very in-depth research starting from supplier research, design, materials, clothing models, and how to produce them. The process from upstream to downstream must run perfectly.

3. Contemporary and Flexible Design

Talking about design in the fashion world is like talking about the kitchen area of a restaurant. That means design is very crucial in the sustainability of the existing fashion business. Designing a product used to be done by pouring the designer's thoughts into a mock-up of clothes designed using the help of the Photoshop application to visualize it (Syafruddin, 2021). However, currently designers do not do it 100% from their heads but use the help of AI to make the work easier and faster. The help from AI enriches the minds of designers, meaning that AI is not a competitor but a co-worker of batik designers. This method is carried out by one of the batik producers in Yogyakarta who utilizes advances in Artificial Intelligence (AI) technology to run lean processing so that it can realize efficiency in the business

process.

The contemporary perspective is not reviewed from one perspective only, but uses multiple perspectives in realizing it. One of the ways used to collect data and information is to receive input from customers. If you only use one source through AI or a designer, the resulting design product may not be in accordance with the wishes of the customers. This is very different from the input given directly from customers, it is certain that the design product is in accordance with the wishes of the existing market (Wangsa, 2022). This is a message for creative industry players that in realizing creative, contemporary product designs that are in accordance with the wishes of the community, they must also involve the aspirations or ideas that emerge from the heads of customers.

4. CONCLUSION

The improvement of the creative economy industry through batik production is done by strengthening the upstream to downstream areas of the ongoing business process. Upstream areas such as creating modern designs, producing products (manufacturing) and training human resources. Then downstream areas such as branding, marketing, and selling products.

The form of improving the creative economy industry through batik production starts with improving product quality, creating product variants that are more accepted by the market, and creating designs that follow the times.

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