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9 How do Batik Natural Dyes Crafter Spread Their Green Value (Case Studies on Batik Gemawang and Batik Warna Alam Si Putri)

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Abstract. Batik Indonesia was awarded as an intangible heritage by Unesco. Unfortunately, synthetic color batik has many advantages over natural dyes batik. The difficulty of selling natural color batik makes natural color batik crafters carry out educational activities to potential consumers to generate demand and purchases. The method for the research is observation for the long term, an in-depth interview to confirm the observation finding then do qualitative analysis. The research found that natural color batik crafters or ecopreneurs must have a solid green value to survive in their business. There are various ways, methods, and means to educate potential batik consumers and others. Natural color Batik artisans will choose the way he or she is most likely to do. The education is carried out continuously. This activity is aimed at prospective consumers knowing natural color batik and its advantages. This knowledge can defeat the attractiveness of low prices that synthetic color batik has. So that in the end, consumers will make a purchase. Especially for this research, its also found that the batik crafter also educates another party than potential customer therefore, the other party will support the education for the potential customer.

1. Introduction

Batik is a traditional Indonesian cloth and, as a cultural product of Indonesia, has been recognized by UNESCO and was awarded in 2009. The terminology of batik is given to fabrics that use hot wax to prevent color from entering the structure of white cloth so that fabrics with various motifs and colors will be created.

The predecessors of batik crafter only used natural colors from leaves, roots, seeds, bark, and etcetera. In its development, synthetic dyes appeared. Unfortunately, synthetic color batik has many advantages including better colors, various colors, fast coloring process. So its produces batik at a lower price which shifts the role of natural color batik. In the last two decades, the natural color batik has appeared again. However, the reality is that natural color batik crafters have difficulty selling their work. It is mainly because the price is higher than batik with synthetic colors, while the appearance of synthetic color batik is more attractive because the color collection is more numerous and bright. In addition, natural color batik must also be explicitly treated. For example, it is recommended not to wash it with detergent so that the color does not fade.

The difficulty of selling natural color batik makes natural color batik crafters carry out educational activities to potential consumers to generate demand and purchases. One of the main objectives of this

education is to know some of the advantages of natural colors compared to synthetic color batik. Although there are studies that express different opinions about whether knowledge of green products can significantly influence green purchase intentions [1]. Customers may want to adopt more eco-friendly products and services, constrained by budgets [2]. Several previous studies are more directed to customer behavior side and their preferences for green products [1] [2] [3]. This study explores several things and ways that batik crafter must do spread knowledge about green products, incredibly natural color batik. This paper will review how natural color batik crafter spread the green value they believe in their products. The educational process carried out is expected to change the perception and value of potential consumers of natural color batik so that they will make a purchase one day.

2. Method

The observation process for data collection is carried out in the long term. Researchers have interactions with both sources in the long term. The first respondent is the owner of Batik Gemawang Jambu, Semarang Regency. It is about ten years of observation on Batik Gemawang. The second respondent is the owner of Batik Warna Alam Si Putri Semarang. It is about four years of observation on Batik Warna Alam Si Putri. There are many observations to the two respondents about how they tried to introduce batik with natural colors. For the research activities written in this article, the researcher conducted interviews by telephone and the Watch App. This is due to obstacles during the pandemic. Interviews were conducted to obtain additional data and confirm some of the data obtained in several previous periods. Thus, it is expected that data validation can be fulfilled. The data collected was analyzed qualitatively to explain how natural colour batik artisans carried out the educational process.

3. Result and Discussion

3.1. Overview of Natural Color Batik

Batik is a traditional Indonesian cloth that existed since the Majapahit era [4]. The use of batik in Indonesia is pervasive and widespread, starting from the moment humans are born until they die wearing batik cloth [1]. The natural color batik is a batik that is dyed using natural materials. Natural dyes that have long been used are Indiofera for blue, soja for red, wood for brown, turmeric for yellow, and etcetera \emptyset . The natural color batik Crafters usually develops new colors from the waste materials that are around them. For example, Gemawang batik creates a brown color from coffee skin or mahogany wood. Batik Warna Alam Si Putri also creates a light brown color from avocado seeds fruit juice sellers usually discard. Natural color batik can be classified as a Green Product. Green products are typically durable, non-toxic, made of recycled materials, or minimally packaged, describing products with less impact on the environment than their alternatives [2]. Natural color batik is more expensive than the synthetic batik, according to Batik Gemawang Owner, there are three main reasons of it,

1. The manufacturing process of natural batik is longer than synthetic batik. Natural colors are very soft, so that they have to be dyed repeatedly to get the desired or visible color. As an illustration of synthetic color batik, the dyeing process needs one day, clear, and the desired color appears. At the same time, natural color batik requires a coloring process for 15 days.
2. The risk of failure to make natural color batik is very high. This is because the very natural coloring process is influenced by everything that exists in nature, for example, the humidity of the air used. If it fails in coloring, it will be a rejected product, which means a loss or cost that must be taken into account by natural color batik crafter
3. Human Resources that have natural dyeing are scarce. Thus, existing human resources must be paid more expensively.

The owner of SiPutri said that natural batik is more expensive than synthetic color batik is that the dyeing process takes much longer. So even though the appearance is less good than synthetic color batik, the price of natural color batik is higher.

3.2. *Natural Color Batik Crafter's Green Value*

Green Values is intended as a value held by ecopreneurs to start business activities that are more concerned about the environment and maintain every business process to not damaging the environment [5]. Batik Gemawang is located in Gemawang Village, Jambu District, Semarang Regency. Batik Gemawang began to grow in 2005. Batik Gemawang was founded because of the fundamental social values and maintaining environmentally friendly values related to the surrounding natural resources that support of using natural colors. Batik Gemawang uses natural colors from natural surroundings such as sawmill residue, mahogany bark, coffee waste, indigo tinctoria, and etcetera. However, the owner of Batik Gemawang also believes that natural dyes are not completely safe because there is a color-locking process that uses supporting materials such as alum, lime, and copper. This final process produces waste with too high a pH level. For this reason, he made procedure standards and installations for waste treatment so that the waste produced is safe for the environment. Waste treatment is carried out naturally using PH lowering bacteria and tested in nature. Sprinkle on plants a few days later. The plants are cut to eat the guinea pigs. If everything is successful (the guinea pigs are still alive/healthy), the processed batik waste is safe thrown away to the public rivers.

Batik Warna Alam SiPutri was established in mid-2017 in Semarang Indonesia. Since the beginning, they focused on producing Batik and eco prints using natural dyes and natural fiber fabrics. Batik Warna Alam Si Putri has a jargon of fashion with value. Batik Warna Alam Si Putri strives for the production process to pay attention to the environment and the welfare of employees. It is for several reasons: A dirty environment, and many people do not care about the environment. There are still few natural color batik crafters in Indonesia. In addition to the manufacturing process that does not harm nature, Batik Warna Alam Si Putri also made an environmentally friendly and seasonless batik, a sustainable fashion product. Not only fabrics and ready-made clothes, but Batik Warna Alam Si Putri also makes accessories from fabric waste left over from production. It is for reducing textile waste.

3.3. *Education for customer*

Owner Batik Gemawang conducted education about natural color batik to two groups. A first group is a group of batik crafters. According to him, if many artisans make natural color batik, they will automatically educate their consumers to ensure that natural color batik will be better known in the community. The owner of Batik Gemawang will share his experiences with other batik crafters, bring examples of natural dyes, and invite them to visit Batik Gemawang and try to use natural colors.

The second group is potential customers. Whenever there is an opportunity to meet with consumers, He will explain why Batik with natural colors is more expensive than others. The advantages of natural color batik. Batik Gemawang has two booths at Café Banaran. The guards of the booth have to have the ability to explain the advantages of natural color batik. Batik Gemawang actively visits by tourists, and they also learn to make batik. Batik Gemawang also established an educational institution of batik skills improvement.

Batik Warna Alam Si Putri actively educates their potential customer through social media such as Facebook, Instagram, and their website. The owner of Batik Warna Alam Si Putri is also actively participating in batik design exhibitions and competitions (fashion batik). During exhibitions, natural dyes material is always brought to give potential consumers a clear picture of natural color batik.

The primary material for consumer education: natural color batik as an eco-friendly product is always more expensive than synthetic batik because the color mixes media only uses water Hence, the process is more complicated and lengthy than batik that uses chemical dyes. The advantage of natural color batik is safe for healthy because what is attached to the skin is not synthetic material which often endangers skin health, especially for those with sensitive skin. The owner of Batik Warna Alam Si Putri also provides education to the surrounding community. She held classes for the neighbors. The class contains lessons on processing natural color batik and recognizing various plants used as natural colors. This is so that people learn also learn to love the environment. It should be noted that the Putri's natural color batik workers came from around their old workshop location after being given training.

4. Conclusion

Becoming an Ecopreneur who produces green products is not easy because they have to compete with similar products that are not green. This is like what happened in natural color batik in Indonesia, which has to compete with synthetic batik, which physically looks better and cheaper. A natural color batik crafter or ecopreneur must have an extreme green value to survive in his business. They will spread their green value by educating people to get the customer. There are various ways, methods, and means to educate potential batik consumers. Natural color Batik artisans will choose the way he or she is most likely to do. The education is carried out continuously. This activity is aimed at prospective consumers knowing natural color batik and its advantages. This knowledge can defeat the attractiveness of low prices that synthetic color batik has. So that in the end, consumers will make a purchase. The batik crafter also educates another party besides the potential customer. Therefore, the other party will support the education for the potential customer.

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