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Nov 15, 2019, 7:33 AM

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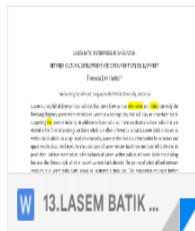
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LASEM BATIK ENTREPRENEUR INNOVATION:
BETWEEN CULTURAL DEVELOPMENT AND CONSUMER TASTE DEVELOPMENT

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Lasem is a city full of diverse historical sites that come from various ethnicities and tribes, currently the Rembang Regency government establishes Lasem as a heritage city that will play an important role in supporting the tourism industry. In addition to historical sites, there are diverse cultural relics that are etched in the form of paintings on fabric which are often referred to as batik. Lasem Batik is known as written batik which has a high level of complexity, Lasem written batik is often hunted by collectors and upper middle class. Until now, the characteristics of Lasem written batik have not been left behind in its production. Latohan motif which is the hallmark of Lasem written batik is still used. While the dividing line uses the Chinese style which is Lasem's written batik identity. The picture of a bird affixed between scribbles in a Lasem batik cloth shows or illustrates a story line. The dominating red color further strengthens Lasem's signature batik style

This very unique culture is currently being developed by Lasem batik craftsmen. In some areas it is a tourist area / village that can be visited by domestic and foreign tourists. Even so, the condition of the legacy is still considered to be very broad in its development needs, especially now that there are various models for developing batik motifs and coloring that have begun to be introduced to Lasem batik craftsmen. Lasem batik enthusiasts also began looking for Lasem batik with natural coloring styles, Lasem batik with a blend of motifs from various regions.

This study describes how the Lasem batik adaptation process to cultural collaboration and batik business development that meets the demands or needs of the market. The results of this study are expected to be a reference on developing Lasem batik entrepreneurship in meeting various demands and developments.

Keywords:

Entrepreneurship, innovation, consumer tastes

Reviewers' notes:

1. Albeit the two notes that need to be considered, the idea of the abstract is interesting and potential to contribute to the protection of the Chinese-Indonesian cultural heritage.
2. This abstract is accepted for presentation



Benny Danang Setianto <benny.setianto@gmail.com>
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Mon, Nov 18, 2019, 11:58 AM

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