

DEVIANAS KISWARA SAPUTRI. 2024. Pemberdayaan Pengrajin Batik melalui Eduwisata Kampung Batik di Padukuhan Karangkulon Kalurahan Wukirsari Kapanewon Imogiri Kabupaten Bantul. Di bawah arahan dosen pembimbing Eko Murdiyanto.

ABSTRAK

Penelitian ini bertujuan untuk (1) Mengkaji pelaksanaan kegiatan pada program eduwisata Kampung Batik di Padukuhan Karangkulon, Kalurahan Wukirsari, Kapanewon Imogiri, Kabupaten Bantul (2) Mengkaji peran *stakeholder* dalam program eduwisata Kampung Batik di Padukuhan Karangkulon, Kalurahan Wukirsari, Kapanewon Imogiri, Kabupaten Bantul (3) Mengkaji proses pemberdayaan pengrajin batik melalui program eduwisata Kampung Batik di Padukuhan Karangkulon, Kalurahan Wukirsari, Kapanewon Imogiri, Kabupaten Bantul. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Subjek penelitian terdiri dari informan kunci informan utama serta informan pendukung. Sumber data menggunakan data primer dan sekunder dengan teknik pengumpulan data melalui wawancara, observasi, dan dokumentasi. Keabsahan data menggunakan triangulasi sumber dan waktu. Teknik analisis data melalui pengumpulan data, reduksi data, penyajian data dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa (1) pelaksanaan kegiatan dalam eduwisata antara lain, belajar batik, belanja batik, *catering*, pelayanan kerja sama & pendidikan, *outbound* dan studi banding melibatkan partisipasi pengrajin batik secara aktif. (2) *stakeholder* yang terlibat adalah *Institute for Reasearch and Empowerment (IRE) Yogyakarta, Jogjakarta Haritage Society, International Relief and Development (IRD)*, Dinas Perindustrian, Perdagangan dan Koperasi DIY serta Pertamina. (3) Proses pemberdayaan di Kampung Batik Giriloyo terjadi dalam dua tahap. Proses penyadaran bersifat kognitif, kepercayaan, dan pemulihan berhasil menumbuhkan kesadaran pengrajin batik. Terjadi perubahan pola pikir, pengetahuan, dan keterampilan pengrajin batik melalui upaya pengkapasitasan manusia, usaha, lembaga, dan lingkungan. Pemberian daya dilakukan dengan sepenuhnya menyerahkan pengelolaan Kampung Batik Giriloyo kepada pengurus.

Kata Kunci: *Pemberdayaan, Eduwisata, Pengrajin batik*

DEVIANAS KISWARA SAPUTRI. 2024. *Empowerment of Batik Craftsmen Through Eduwisata Kampung Batik in Padukuhan Karangkulon Kalurahan Wukirsari Kapanewon Imogiri Bantul Regency. Under the direction of the supervisor Mr. Eko Murdiyanto.*

ABSTRACT

This research aims to (1) examine the implementation of activities in the Kampung Batik edu-tourism program in Padukuhan Karangkulon, Kalurahan Wukirsari, Kapanewon Imogiri, Bantul Regency (2) examine the role of stakeholders in the Kampung Batik educational tourism program in Padukuhan Karangkulon, Kalurahan Wukirsari, Kapanewon Imogiri, Bantul Regency (3) examine the process of empowering batik craftsmen through the Kampung Batik edu-tourism program in Padukuhan Karangkulon, Kalurahan Wukirsari, Kapanewon Imogiri, Bantul Regency. This research uses a qualitative approach with a case study method. The research subjects consisted of key informants, main informants, and supporting informants. Data sources used primary and secondary data with data collection techniques through interviews, observation, and documentation. Data validity using source and time triangulation. Data analysis techniques through data collection, data reduction, data presentation and conclusion drawing. The results showed that (1) the implementation of activities in edu-tourism, among others, learning batik, batik shopping, catering, cooperation & education services, outbound and comparative studies involved the active participation of batik craftsmen. (2) The stakeholders involved are Institute for Research and Empowerment (IRE) Yogyakarta, Jogjakarta Heritage Society, International Relief and Development (IRD), Department of Industry, Trade and Cooperatives DIY and Pertamina. (3) The empowerment process in Kampung Batik Giriloyo occurs in two stages. The cognitive, trust, and recovery awareness process succeeded in raising the awareness of batik craftsmen. There was a change in the mindset, knowledge, and skills of batik artisans through efforts to capacitate people, businesses, institutions, and the environment. Empowerment is done by fully handing over the management of Kampung Batik Giriloyo to the cooperative board.

Keywords: Empowerment, Edu-tourism, Batik craftsmen