

ABSTRAK

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IDENTITAS DAN NILAI BATIK INDONESIA DALAM PERDAGANGAN INTERNASIONAL PASCA-PENETAPAN BATIK SEBAGAI WARISAN TAK BENDA UNESCO

(xiii + 87 halaman; 4 gambar, 4 lampiran)

Kata Kunci: Batik, Pasang Surut, Perdagangan Internasional, UNESCO, Warisan Tak Benda

Fluktuasi perdagangan batik Indonesia di pasar internasional mengalami perubahan signifikan pasca penetapan batik sebagai Warisan Budaya Tak Benda oleh UNESCO pada 2009. Pengakuan ini awalnya mendorong pertumbuhan ekspor yang substansial, dengan nilai mencapai USD 58,46 juta pada 2017 ke pasar utama seperti Jepang, Amerika Serikat, dan Eropa. Namun, tantangan mulai muncul akibat perubahan preferensi konsumen dan meningkatnya kompetisi global. Penelitian ini menggunakan Konstruktivisme sebagai teori utama, yang kemudian didukung oleh konsep-konsep seperti Interaksi dan Norma Sosial, Logic of Appropriateness, dan Persepsi Global. Menggunakan pendekatan kualitatif dengan metode deskriptif komparatif, penelitian ini membandingkan kondisi perdagangan batik sebelum dan setelah pengakuan UNESCO. Data primer diperoleh melalui wawancara dengan pelaku industri dan pakar perdagangan internasional, sedangkan data sekunder berasal dari laporan ekspor dan literatur terkait. Hasil penelitian menunjukkan bahwa meskipun pengakuan UNESCO meningkatkan citra dan daya jual batik, industri menghadapi hambatan seperti persaingan produk tiruan dan regulasi perdagangan. Inovasi produk, pemasaran digital, dan sertifikasi keaslian menjadi strategi utama yang diterapkan pelaku industri. Rekomendasi berupa kolaborasi antara pemerintah dan industri diharapkan dapat memperkuat daya saing dan keberlanjutan batik Indonesia di pasar global.

Referensi: 9 Buku (1988–2020) + 12 Artikel Jurnal + 5 Dokumen Resmi Pemerintah dan Institusi + 4 Sumber Daring

ABSTRACT

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THE IDENTITY AND VALUE OF INDONESIAN BATIK IN INTERNATIONAL TRADE POST-DESIGNATION AS UNESCO INTANGIBLE CULTURAL HERITAGE

(xiii + 87 pages; 4 pictures, 4 appendices)

Keywords: Batik, Rise and Fall, International Trade, UNESCO, Intangible Heritage

The dynamics of Indonesia's batik trade in the international market have undergone significant fluctuations following its designation as an Intangible Cultural Heritage by UNESCO in 2009. This recognition initially drove substantial export growth, with a value reaching USD 58.46 million in 2017, targeting key markets such as Japan, the United States, and Europe. However, challenges soon emerged due to shifting consumer preferences and increasing global competition. This research uses Constructivism as the main theory, and supported by concepts such as Social Norms and Interactions, Logic of Appropriateness, and Global Perception. Using a qualitative approach and a descriptive-comparative method, this study compares the conditions of batik trade before and after UNESCO's recognition. Primary data was collected through interviews with industry players and international trade experts, while secondary data was obtained from export reports and related literature. The findings reveal that, although UNESCO's recognition enhanced the image and marketability of batik, the industry faces obstacles such as counterfeit products and trade regulation issues. Key strategies employed by industry players include product innovation, digital marketing, and authenticity certification. The study recommends collaborative efforts between the government and industry stakeholders to strengthen the competitiveness and sustainability of Indonesian batik in the global market.

References: 9 Books (1988–2020) + 12 Journal Articles + 5 Official Government and Institution Documents + 4 Online Sources