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Community Empowerment through Natural Coloring Batik Entrepreneurship

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ABSTRACT

This study explores community empowerment through natural dyeing batik entrepreneurship, focusing on its economic, cultural, and environmental impacts. The primary objective is to examine how this form of entrepreneurship empowers local communities, especially in the context of Indonesia's batik industry, while promoting sustainable practices. A systematic literature review (SLR) was employed to synthesize relevant studies published between 2019 and 2024, using Community Empowerment Theory and Social Entrepreneurship Theory as the theoretical frameworks. The analysis identified key themes in batik entrepreneurship, such as skill development, economic opportunities, and the use of environmentally friendly natural dyes. The findings reveal that while batik entrepreneurship provides significant economic benefits and opportunities, particularly for women, its social and cultural impacts remain underexplored. Despite a high volume of publications, the research also highlighted the low level of engagement with these studies, as indicated by limited citation rates and lack of international collaboration. The study suggests that future research should address gaps in geographical focus, social impacts, and explore the long-term sustainability of natural dyeing batik entrepreneurship. It also emphasizes the need for governmental support and international collaboration to foster a sustainable ecosystem for batik entrepreneurship.

ARTICLE HISTORY

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Community Empowerment, batik entrepreneurship, natural coloring, systematic literature review

Introduction

In contemporary development discourse, the concept of "empowerment" is often seen as a universal solution to poverty and marginalization. Empowerment, as Cornwall (2011) points out, is often simplified to the point where its true meaning becomes obscured, transforming into something akin to "empowerment lite." In this framework, empowerment is often perceived as merely participation in predetermined projects or income enhancement, without considering deeper structural changes. This approach, which focuses solely on economic strengthening, tends to reinforce existing power

structures rather than fundamentally challenging them. While this research is valuable, it also tends to lean in this direction by emphasizing "benefits" and "economic opportunities" without framing the issues in a sharper, more critical lens. In response to this shallower approach, this research argues that true empowerment, particularly in the context of indigenous craft, is a political process aimed at dismantling structures of oppression and reclaiming individual agency. In this context, empowerment is not merely about economic development, but also about reaffirming cultural identity, rejecting global homogenization, and revitalizing long-marginalized local knowledge systems. The batik entrepreneurship initiative using natural dyes, explored in this study, can be seen as a form of "symbolic resistance" against the dominance of synthetic dyes and the global chemical industry, while also reaffirming local ecological wisdom.

The case study of batik entrepreneurship among Minangkabau women, which is the primary focus of this research, offers a deep insight into the dynamics of empowerment. The original manuscript identifies a unique "four-stage empowerment model" based on the experiences of the Minangkabau community. However, the theoretical significance of this model has not been fully explored. Therefore, the main contribution of this research is to articulate this empowerment model theoretically while placing it in dialogue with a broader critical empowerment framework. This research aims to show how a model rooted in local agency is not only contextually relevant but can also offer valuable insights into global development and empowerment theories. To gain a deeper understanding of empowerment, a theoretical framework is needed to identify the conditions of disempowerment, the mechanisms of transformation, and the ultimate goals of the process. In this regard, the theories of Paulo Freire, Jo Rowlands, and Amartya Sen provide complementary frameworks. Together, they map the journey from oppression to freedom.

From Disempowerment to Critical Consciousness (*Conscientização*)

Freire (1970) emphasizes that disempowerment is not a personal deficiency but the result of structural oppression. For batik artisans, dependence on middlemen and unfair markets is a clear example of this oppression. According to Freire, the catalyst for change is *conscientização*, a rise in critical consciousness that enables individuals and communities to understand the social, political, and economic roots of their condition. The natural dye batik entrepreneurship training in this study is not only a transfer of technical skills but also a space to awaken the artisans' critical awareness.

Deconstructing Power: Moving Beyond 'Power Over'

Rowlands (1997) adds that an analysis of power is key to understanding the transformation that occurs during the empowerment process. Batik artisans, initially, live under the dominance of market power and prevailing cultural norms. In this context, empowerment is about shifting this power dynamic toward *power within*, which leads to

increased self-esteem, awareness of rights, and the ability to take action. When the artisans acquire entrepreneurship skills, they develop *power to*, the ability to create economic opportunities and challenge existing power relations.

Development as Freedom: Amartya Sen's Capability Approach

Sen (1999) argues that true development is not merely about increasing GDP but about expanding substantive freedoms, the actual ability of individuals to lead lives they value. This approach proposes that batik entrepreneurship is not just about income but about expanding the individual's capabilities to live with dignity, access education, and participate in social life.

The Development of Indonesia's Batik Industry

Over time, Indonesia's batik industry has developed significantly, influenced by various socio-cultural and economic factors (Lestari et al., 2022). One of the main factors is the role of ancestors in preserving batik skills and how these traditions are passed on to future generations (Yusuf et al., 2021). In addition, the impact of globalization on the batik business in Indonesia, including the challenges and opportunities faced by batik artisans, also affects the development of this industry (Sugito et al., 2022). Therefore, it is important to profile the various professions or occupations involved in the batik industry, from farmers to doctors, and how they contribute to preserving this cultural heritage (Sumaji et al., 2024). This has led to new innovations in batik design and production techniques, which help enhance the competitiveness of Indonesian batik products in the international market (Putranto et al., 2022).

Community Empowerment through Natural Dyeing Batik Entrepreneurship

Community empowerment through natural dyeing batik entrepreneurship is a critical initiative aimed at developing local economic potential, preserving traditional culture, and supporting environmental sustainability (Lestari et al., 2022). In this context, natural dye batik entrepreneurship provides an opportunity for the community to actively engage in the batik production process using environmentally friendly natural dyes. Through this effort, communities can improve their skills, earn additional income, and strengthen their cultural identity (Putranto et al., 2022). Natural dyeing batik entrepreneurship is not only an economic activity but also a manifestation of efforts to preserve the nation's cultural heritage (Yusuf et al., 2021). Additionally, batik as an Indonesian cultural heritage holds historical value and invaluable beauty (Hakim et al., 2021; Salam et al., 2024). By utilizing natural dyes derived from local resources, natural dyeing batik entrepreneurship plays a role in maintaining environmental sustainability and reducing negative impacts on the ecosystem (Meilana et al., 2024; Qodriah et al., 2019; Sumaji et al., 2024). Through community empowerment for natural dye batik entrepreneurship, various benefits can be felt by different parties. Local communities will get the opportunity to develop their economic potential, reduce dependence on synthetic

dyes that negatively impact the environment, and increase the selling value of their batik products (Fikriyah et al., 2021; Karim, 2016). Furthermore, this empowerment can also create new jobs, improve community welfare, and strengthen the sustainability of traditional culture (Hakim et al., 2021; Norman et al., 2023; Widiantari et al., 2022)

Methods

This study adopts a Systematic Literature Review (SLR) approach to explore and synthesize relevant literature on community empowerment through natural dyeing batik entrepreneurship. This approach is chosen because SLR provides a systematic and transparent structure for evaluating existing studies and allows for drawing stronger conclusions based on reliable and evidence-based findings (Moher et al., 2015). The literature search process was conducted using reputable academic databases that provide access to peer-reviewed journals, conference articles, and other scholarly publications, including Google Scholar, Scopus, JSTOR, ProQuest, and SpringerLink. The search was carried out using structured keywords relevant to the research topic, such as: "community empowerment", "batik entrepreneurship", "natural dyeing in batik", "sustainable batik practices", and "Indonesian cultural heritage". The use of Boolean operators ("AND", "OR", "NOT") enabled more specific searches to identify relevant articles on community empowerment through batik entrepreneurship using natural dyes (Tranfield, D., Denyer, D., & Smart, 2003).

During the screening process, the articles found were filtered based on clear inclusion criteria, including articles that discuss community empowerment through batik entrepreneurship using natural dyes, published within the last 6 years (2019–2024), and using a clear methodology (qualitative, quantitative, or mixed methods). Articles that did not meet these criteria, such as those not available in full text or irrelevant to the Indonesian context, were excluded from this review. After the initial search, 25 articles were identified, but after further screening based on inclusion and exclusion criteria, only 10 articles were retained for detailed analysis (Higgins & Green, 2011). To strengthen the theoretical framework, this study integrates Community Empowerment Theory and Social Entrepreneurship Theory. Community empowerment theory emphasizes the importance of improving individuals' and groups' quality of life through enhanced access to skills, knowledge, and resources necessary to improve social and economic well-being (Zimmerman, 2000). On the other hand, social entrepreneurship theory combines business principles with social goals, where the success of a business is not only measured by financial profit but also by its positive impact on the community and the environment. In the case of natural dyeing batik, social entrepreneurship focuses on creating economic opportunities while supporting environmental sustainability (Peredo & McLean, 2006). By integrating these two theories, this study aims to explore how natural dyeing batik entrepreneurship can empower communities socially and economically while reducing the environmental impact of synthetic dyes.

The data analysis process was carried out by grouping the selected articles based on key themes, such as the impact of batik entrepreneurship on local economic empowerment, environmental sustainability through the use of natural dyes, and the social impact of natural dyeing batik entrepreneurship. The quality of the articles was assessed using a quality assessment checklist that includes key aspects such as clarity of methodology, data reliability, topic relevance, and the depth of the analysis. To ensure inter-rater reliability, two independent reviewers were involved in evaluating the eligibility and quality of the articles. If there was a disagreement between the reviewers, discussions were held to reach a consensus (Kussin, 2015). To identify research gaps, a synthesis analysis was conducted to find areas that are underexplored in the existing literature, such as the lack of studies examining the long-term sustainability of natural dyeing batik entrepreneurship and its social and economic impacts on local communities. This technique helps identify opportunities for future research and provides insights for better policy development in supporting batik entrepreneurship in Indonesia (Ghasemi, 2020).

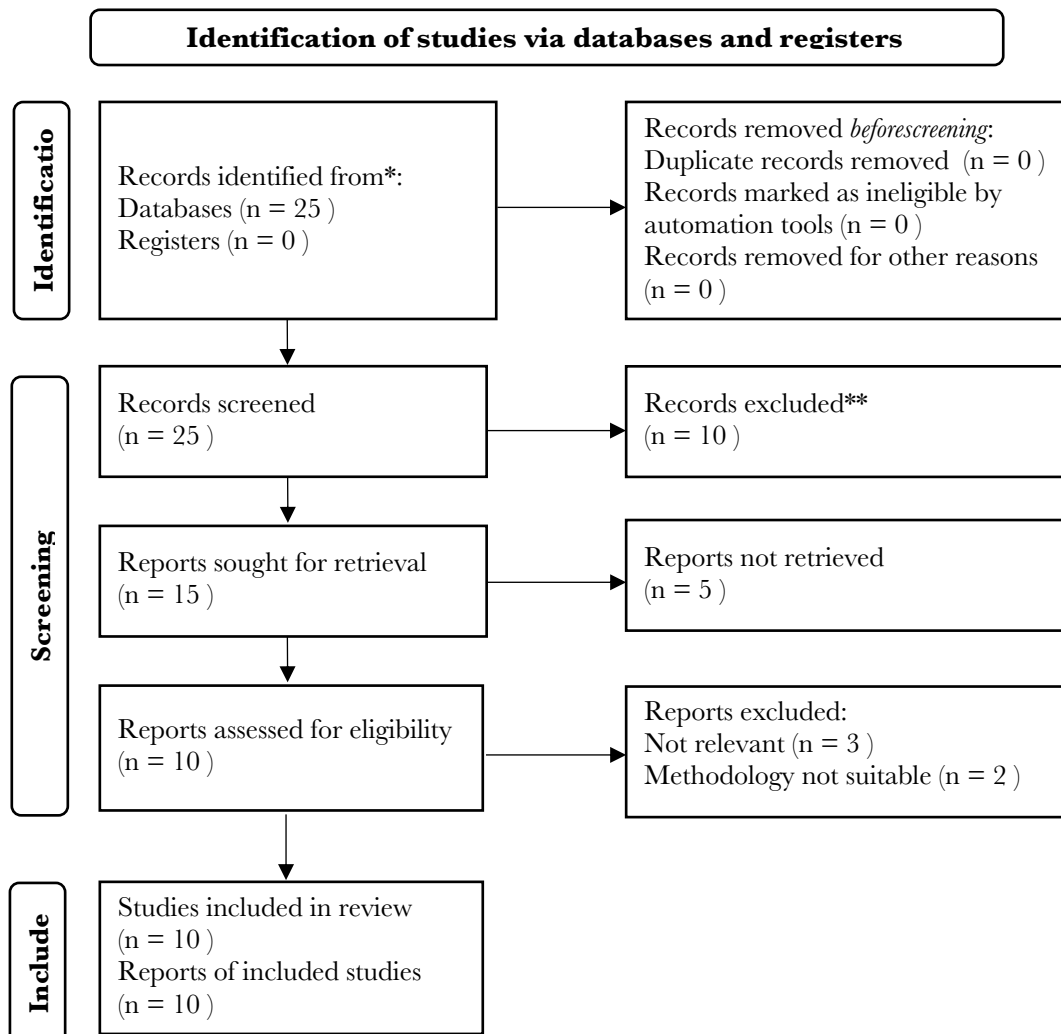


Figure 1. Visual Diagram Prisma 2020

To visualize the article selection process, the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta Analyses) diagram was used. This diagram clearly depicts the article selection flow, from the number of articles identified, articles screened, articles assessed for eligibility, to those finally included in the systematic review (Moher et al., 2015). The PRISMA diagram ensures transparency and accuracy in illustrating the research flow, allowing readers to understand the selection process applied in this study.

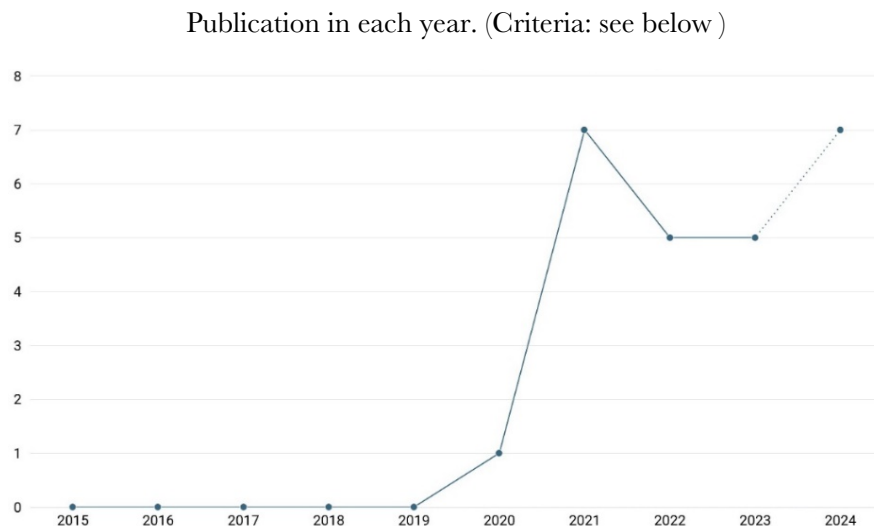


Figure 2. Object overview of the published article. *Source:* <https://app.dimensiona.ai>
Exported: July 10, 2024

The objects in this study are 25 published articles that appear in figure 1 above about community empowerment and batik coloring. Where this literature review research was conducted on articles published from 2019, 2020, 2021, 2022, 2023, and most recently 2024. Researchers reviewed 25 articles over the past 6 years with details: 1 article in 2020, 7 articles in 2021, 10 articles from 2022 and 2023, and 7 other articles in 2024. An analysis of the existing literature will be conducted to evaluate the various approaches that have been used in the application of natural dyes in batik, as well as identify knowledge gaps that still need to be filled. In addition, a synthesis of previous findings will be used to build a strong argument in support of the conceptual framework of this research method. The results of this Literature Review are expected to provide a deeper understanding of the relationship between entrepreneurship and the use of natural dyes in the batik industry. Thus, this research method will provide a solid foundation for researchers and practitioners in the batik field to develop sustainable and innovative business strategies through the application of natural dyes. In conclusion, this literature review will provide valuable insights for the development of a sustainable and

environmentally friendly batik industry through the utilization of natural dyes in the batik production process (Moleong, 2017).

Results

The purpose of this research is to obtain data on observers, academics, and practitioners on community empowerment, data on the volume of publications, and data on networks between authors. After conducting a review and fulfilling the methodological stages, and analysis, the third data is described as follows:

Author on Community Empowerment

Authors on community empowerment and batik dyeing entrepreneurship who have published their work in various journals are illustrated in table 1 below:

Table 1. Observers, academics, and community empowerment practitioners

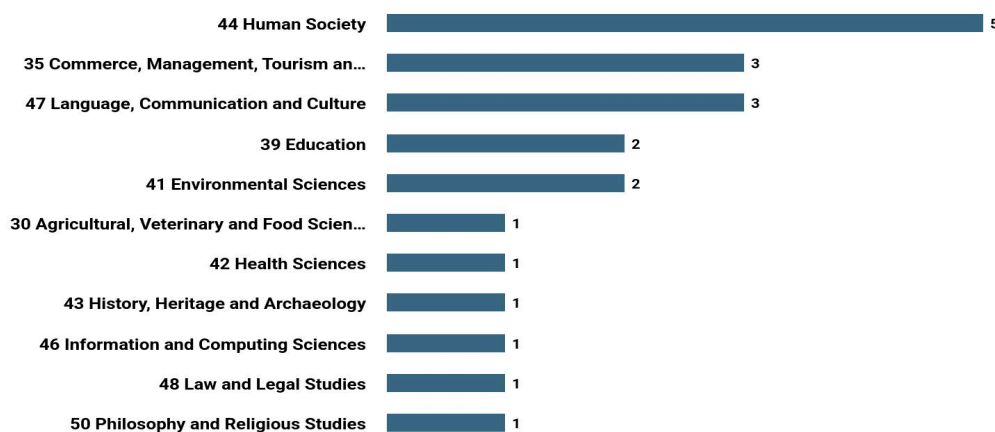
Name Organization, Country	# Publications	Citations	Citations mean	Name Organization, Country	# Publications	Citations	Citations mean
Andi Ismail Lukman Mulawarman University, Indonesia	1	0	-	Tubagus Chaeru Nugraha Padjadjaran University, Indonesia	1	0	-
Fitrah Amelia Universitas Riau Kepulauan, Indonesia	1	0	-	Ismarti Ismarti Universitas Riau Kepulauan, Indonesia	1	0	-
Annisa Nurul Hikmah Universitas Muhammadiyah Semarang, Indonesia	1	0	-	Emy Prasetyaningih Muhammadiyah University of Ponorogo, Indonesia	1	0	-
Widiyanti Widiyanti Widiyanti State University of Malang, Indonesia	1	0	-	Ana Hideyati Mukaromah Universitas Muhammadiyah Semarang, Indonesia	1	0	-
Yasmin Shaftri Zein Gadjah Mada University, Indonesia	1	1	1.00	Nani Sunami Sunami Padjadjaran University, Indonesia	1	0	-
Isnaini Nur Hidayati Sebelas Maret University, Indonesia	1	0	-	Yandri Yandri Lampung University, Indonesia	1	0	-
Roudhotus Sholikah State University of Semarang, Indonesia	1	1	1.00	Sita Nurmasitah State University of Semarang, Indonesia	1	1	1.00
Widowati Widowati Diponegoro University, Indonesia	1	1	1.00	Shofin Larasati Sebelas Maret University, Indonesia	1	0	-
Andi Putranto Gadjah Mada University, Indonesia	1	1	1.00	Sumaji Sumaji Muria Kudus University, Indonesia	1	0	-
Vivi Nuraini Universitas Slamet Riyadi, Indonesia	1	1	1.00	Yesi Gusmania Universitas Riau Kepulauan, Indonesia	1	0	-
Maulana Irfan Padjadjaran University, Indonesia	1	1	1.00	Irwan Abdullah Gadjah Mada University, Indonesia	1	1	1.00
Sukmaji Indro Cahyono Sebelas Maret University, Indonesia	1	0	-	Yoga Maulana Yusuf Padjadjaran University, Indonesia	1	1	1.00
				Alip Sugianto Muhammadiyah University of Ponorogo, Indonesia	1	0	-

Table 1 above shows that there are 25 authors on community empowerment and batik dyeing entrepreneurship in various worlds and journals. In the table, all 25 articles come from the country of Indonesia. These 25 authors each have 1 publication and there are articles that have been cited. The overall number of citations is 9 citations out of a total of 25 articles, which means there are 16 articles that have not been cited. Articles that have been cited have an average of 1.00 citations. This data shows that there are

already quite a lot of writers about community empowerment and batik coloring entrepreneurship, it's just that there are still minimal readers.

Volume of article publication

Figure 2. Publication volume

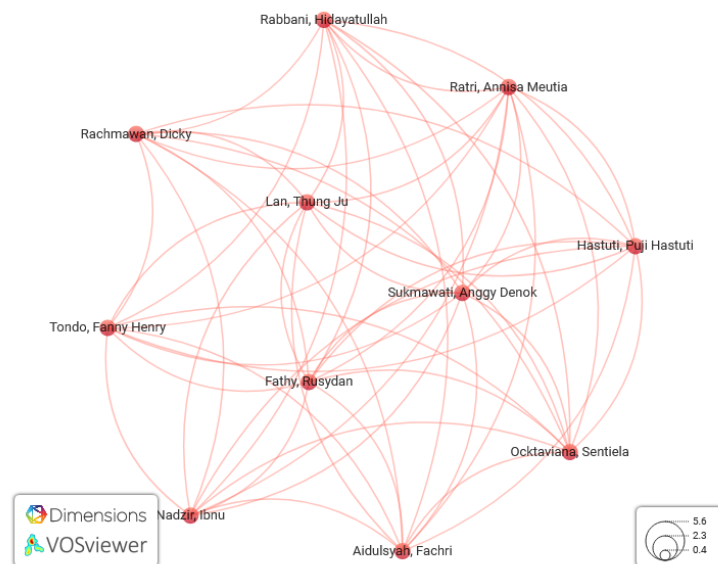


Source: <https://app.dimensions.ai> Exported: July 10, 2024

The volume of publication of articles on community empowerment is spread across volumes and journals. In the journal human society there are 5 publications which of course dominate from other journals. Followed by the journals of commerce, management, and tourism and language, communication, and culture, both with 3 publications. Education journals and environmental science journals are 2 publications. While agriculture, veterinary, and food science journals, health science journals, history, heritage, and archeology journals, information and computing science journals, law and legal studies journals, and philosophy and religious studies journals all have only 1 publication. In terms of relevance, the names of journals that are relevant to the theme of community empowerment and batik are human society, commerce, management, and tourism and language, communication, and culture, education and environmental science journals. This data also shows that the more relevant the journal is, the more it is published. Thus, the distribution and volume of publications on empowerment and batik are quite evenly distributed, and it appears that the authors are quite aware of the scientific relevance and the journal in which they are published.

Network of researchers

Figure 4. Author network



In the network there are 22 authors, every one net there are 2 authors regarding community empowerment and natural batik dye entrepreneurship in the writing of aidulsyah, fachri, nadzir, ibnu, otaviana and senteila are at a value of 0.4 then writing tondo, fathy, rusydan, sukrawati, anggy denok, hastuti, puji hastuti is at 2.3 then the next writing is done by the authors lan, thung ju, rahmawan, dicky, ratry, annisa meutia, Rabbani and hidayahtullah with a value of 5.6. Thus, community empowerment is very interesting to research so as to get an article that can be developed in the community.

Discussion

When evaluating the findings from the synthesized literature, it is essential to conduct a critical analysis of the social and environmental implications associated with natural dyeing batik entrepreneurship. Most of the studies indicate that natural dyeing batik entrepreneurship plays a significant role in economically empowering local communities, primarily through the creation of business opportunities and skill development. However, there is a notable lack of geographical focus, as most studies are limited to specific regions in Indonesia, particularly Java and Bali, where batik has a stronger historical and cultural presence. This creates a methodological limitation, as these studies fail to sufficiently cover other regions in Indonesia that also have batik

potential but are less developed in terms of natural dyeing entrepreneurship. Consequently, the findings from these studies do not provide a comprehensive view of community empowerment in the batik industry across the country. Additionally, most research focuses more on the economic aspects of natural dyeing batik entrepreneurship and does not adequately explore its social impacts, such as improving family livelihoods or strengthening cultural identity. This highlights a gap in the literature, indicating the need for further research to understand the social impact of this form of entrepreneurship more holistically (Lestari et al., 2022).

In terms of the theoretical framework, this study integrates Community Empowerment Theory with Social Entrepreneurship Theory to provide a deeper understanding of empowerment through natural dyeing batik entrepreneurship. According to Kashino (2020), social entrepreneurship in the context of natural dyeing batik should not only be seen as an economic activity but also as a mechanism for social empowerment, focusing on broader social goals such as cultural preservation and environmental sustainability. This aligns with the findings of Lestari et al., (2022), who emphasize the importance of skills training in empowering women through batik entrepreneurship, particularly using natural dyes. Lestari's study shows that training in natural dyeing allows women in traditional communities to improve their economic well-being while simultaneously reducing dependence on synthetic dyes that are harmful to the environment. By integrating these two theories, this research affirms that natural dyeing batik entrepreneurship serves not only as a livelihood tool but also as a means of cultural preservation and a way to raise awareness about environmental sustainability.

However, in providing a more comprehensive picture of publication trends in natural dyeing batik entrepreneurship, it appears that while the number of articles addressing this topic has increased since 2022, discussions specifically focusing on women's empowerment remain quite limited. Most of the publications focus more on the economic side of batik entrepreneurship rather than deeply exploring the social and cultural impacts. Additionally, an analysis of author networks reveals that while Indonesian authors dominate studies on batik entrepreneurship, international collaboration remains limited. This creates an opportunity to expand global research networks, which could provide broader perspectives on the global impact of natural dyeing batik entrepreneurship and help develop more sustainable strategies. In terms of practical applications, while natural dyeing batik entrepreneurship offers significant economic opportunities, there are substantial challenges regarding dependency on natural resources, such as natural dyes. Therefore, it is crucial to develop community-based approaches that involve active roles from government in funding, training, and ensuring the sustainability of these batik enterprises. Governments can play a crucial role in fostering a sustainable supply chain by supporting agricultural initiatives that promote the cultivation of dye-producing plants and developing quality standards that allow batik producers to access larger markets (Sugito et al., 2022).

Overall, while this research has provided valuable insights into community empowerment through natural dyeing batik entrepreneurship, there are still gaps that need to be addressed, particularly in terms of geographical focus and methodological limitations in the existing literature. Further research that includes social impacts and women's empowerment outside of already developed regions will be essential to provide a more comprehensive understanding of how natural dyeing batik entrepreneurship can be expanded and sustained. Additionally, expanding the theoretical framework to offer a more holistic perspective will help understand the broader contributions of this entrepreneurship to economic empowerment, cultural preservation, and environmental sustainability. Furthermore, this study also underscores the importance of international collaboration and more organized practical approaches in supporting the development of natural dyeing batik entrepreneurship in Indonesia (Kashino, 2020; Lestari et al., 2022). In line with (Sarjono, 2021) research, which argues that MSMEs are expected to improve their competitive ability to maintain and promote their products globally, the development of natural dyeing batik entrepreneurship should involve product innovation. Griyandari & Niesha Ayu Fortuna Wardhannie (2023) also suggest that through batik programs, students not only learn the process of making batik but also understand the philosophy behind it. With the advancement of Industry 4.0, students can utilize technological advancements, such as social media and digital platforms, to preserve and promote batik globally.

This research also highlights the growing demand for natural dyed batik, due to its aesthetic appeal and environmental benefits. (Sumaji et al., 2024) point out how virtual reality-based educational media can be used to raise awareness about natural dyed batik, while promoting cultural tourism. This research contributes to the effort of preserving traditional craftsmanship in Indonesia and encouraging the adoption of natural batik among local tourists. Such initiatives play a critical role in introducing Indonesian batik to a global audience, promoting sustainable cultural tourism, and preserving traditional craftsmanship (Hakim et al., 2021).

Conclusion

This study on community empowerment through natural dyeing batik entrepreneurship reveals important insights into economic, cultural, and environmental dimensions. Despite the growing volume of publications on the topic, engagement remains low, as evidenced by citation rates and limited international collaboration. This suggests that while academic interest is increasing, the broader relevance and practical implications of these studies have yet to be fully embraced by a global audience.

The integration of Community Empowerment Theory and Social Entrepreneurship Theory has been crucial in framing the empowerment process. This study contributes to existing literature by expanding the understanding of how batik entrepreneurship not only provides economic opportunities but also acts as a political tool for dismantling oppressive structures, reaffirming cultural identity, and promoting

environmental sustainability. The empowerment model developed from the experiences of Minangkabau women offers new insights into local agency, which challenges power dynamics while revitalizing cultural heritage. However, most existing studies focus predominantly on the economic aspects, neglecting the social and cultural impacts, especially concerning women's empowerment. The research highlights the need for more comprehensive studies that explore the long-term social, cultural, and environmental benefits of natural dyeing batik entrepreneurship. For future research, addressing regional disparities in batik production and expanding the theoretical framework will enhance the understanding of how batik can serve as a tool for both empowerment and sustainability. Furthermore, fostering international collaboration and supporting community-based initiatives through government policies will be key to developing a sustainable ecosystem for batik entrepreneurship.

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Author's declaration

We confirm that each author of this article has contributed as follows: The authors made substantial contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation, and discussion of results. The authors read and approved the final manuscript.

Availability of data and materials

All data are available from the authors.

Competing interests

The authors declare no competing interest.

Additional information

No additional information from the authors.

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