



From Leaves to Opportunities: The Socio-Economic Transformation of Ecoprint Artisans in Kayangan, North Lombok, 2019–2022

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Abstract: Ecoprint batik has gained widespread popularity across Indonesia, including in Kayangan Sub-district, North Lombok Regency. This study examines the social and economic impact of ecoprint batik production on its practitioners in the region. Using a qualitative-historical approach, data collection involved heuristics, source criticism, interpretation, and historiography. The findings reveal that ecoprint batik has significantly influenced both the social interactions and economic well-being of its practitioners from 2019 to 2022. The growing interest from various stakeholders, including government institutions, has created entrepreneurial opportunities for community members. Socially, ecoprint has facilitated broader networks among practitioners, connecting them with designers, government officials, and international buyers. Economically, the production of ecoprint products has generated substantial income, with products priced around Rp350,000 each, serving as either primary or supplementary livelihoods. Despite temporary setbacks during the COVID-19 pandemic, the industry has demonstrated remarkable resilience and growth, with product diversification ensuring sustained consumer interest. This research contributes to understanding how sustainable creative industries can enhance community welfare while preserving environmental values.

Keywords: batik activists; creative economy; ecoprint; North Lombok; socio-economics;

Abstrak: Batik ecoprint telah banyak diproduksi di seluruh Indonesia, termasuk di Provinsi Nusa Tenggara Barat, tepatnya di Kecamatan Kayangan, Kabupaten Lombok Utara. Penelitian ini mengkaji pengaruh batik ecoprint terhadap kehidupan sosial dan ekonomi para penggiatnya. Pendekatan yang digunakan adalah metode kualitatif yang dipadukan dengan metodologi penelitian sejarah. Pengumpulan data dilakukan melalui metode sejarah meliputi heuristik, kritik sumber, interpretasi, dan historiografi. Hasil penelitian menunjukkan bahwa kehidupan sosial dan ekonomi penggiat batik ecoprint di Kecamatan Kayangan mengalami perkembangan dari tahun 2019 hingga 2022. Perkembangan ecoprint dari tahun 2019 hingga 2022 dapat dikategorikan meningkat, terlihat dari semakin banyaknya peminat dari berbagai pihak. Ecoprint memberikan peluang berwirausaha bagi penggiatnya karena jumlah konsumen yang signifikan dan dukungan pemerintah, menjadikannya peluang besar untuk berwirausaha dengan ecoprint. Dalam bidang ekonomi, terjadi peningkatan taraf ekonomi penggiat batik ecoprint yang dihasilkan dari penjualan produk ecoprint, sehingga menjadi kegiatan yang menguntungkan bagi masyarakat. Seiring berjalannya waktu hingga saat ini, ecoprint menjadi sangat menarik dan diminati karena pengembangan produk yang bervariasi mengikuti perkembangan zaman, sehingga minat konsumen terhadap produk ecoprint tidak ada habisnya.

Kata Kunci: ecoprint; ekonomi kreatif; Lombok Utara; penggiat batik; sosial ekonomi



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Introduction

Indonesia, as the world's largest archipelagic nation, possesses extraordinary biodiversity and cultural heritage that provides immense potential for creative economic development. The country's strategic position between two continents and two oceans has historically made it a crossroads of cultures, contributing to its rich artistic traditions (Yulimarni et al., 2021). Among these traditions, batik stands as one of Indonesia's most treasured cultural heritages, recognized by UNESCO as a Masterpiece of Oral and Intangible Heritage of Humanity in 2009. This recognition has catalyzed efforts to preserve and develop batik across all regions of Indonesia, with each area creating distinctive motifs that reflect local identity and natural surroundings (Nurcahayati et al., 2018). However, traditional batik production has faced increasing scrutiny due to environmental concerns associated with synthetic dyes and chemical waste (Mariaty et al., 2022). The emergence of ecoprint techniques has addressed these environmental challenges while simultaneously creating new economic opportunities for communities, particularly in regions with abundant natural resources (Lestari et al., 2022).

Ecoprint represents a paradigm shift in textile decoration, utilizing direct contact transfer of color and shape from plant materials onto fabric (Flint, 2008). This technique, which has gained significant popularity in recent years, offers an environmentally sustainable alternative to conventional batik production that relies on synthetic chemicals (Setyowati & Wijayanti, 2021). The ecoprint method can be applied through various techniques including boiling, steaming, and pounding, each producing distinctive patterns and color variations (Mintarsih & Rukmini, 2022). The materials used—leaves, flowers, stems, and seeds from various plants—are not only sustainable but also create unique, unrepeatable patterns that appeal to consumers seeking authentic, one-of-a-kind products (Istifadhoh et al., 2022). This uniqueness, combined with environmental consciousness, has positioned ecoprint as both an artistic and economic opportunity for communities across Indonesia, particularly in areas where natural resources are abundant and traditional livelihoods such as farming and fishing have become insufficient to meet household needs (Utomo et al., 2022).

The emergence of ecoprint as an economic activity in Kayangan Sub-district, North Lombok Regency, represents a significant development in community-based creative enterprise. Kayangan, characterized by its abundant natural resources yet relatively low human resource capacity, has historically depended on agriculture and fishing for livelihood (BPS Lombok Utara, 2022). The introduction of ecoprint in 2019 has created new opportunities for economic diversification and community empowerment. Initial observations indicated that while the region possesses remarkable natural wealth, the community lacked strategies to transform these resources into value-added products (Setyowati & Wijayanti, 2021). Ecoprint has provided a mechanism for doing so, enabling community members, particularly women, to generate income while maintaining flexibility to fulfill domestic responsibilities. This development aligns with national priorities for sustainable economic development through

creative industries, suggesting that ecoprint represents a model for community-based economic empowerment in resource-rich but development-limited areas (Lestari et al., 2022).

Despite the growing recognition of ecoprint's potential, scholarly examination of its socio-economic impacts on practitioners remains limited. Existing research has primarily focused on technical aspects of ecoprint production, including dyeing techniques, color fastness, and product development (Maharani, 2022; Kharishma & Septiana, 2019). Studies addressing the social and economic dimensions have been scarce, particularly those employing historical methodologies to trace development trajectories and understand the factors contributing to success or failure. This gap is significant because understanding the social and economic dynamics of ecoprint practitioners is essential for developing effective policies and support programs that can maximize the benefits of this industry for community welfare (Mariaty et al., 2022). Furthermore, historical analysis can illuminate patterns of adaptation, resilience, and innovation that may inform similar initiatives in other communities seeking to develop sustainable creative enterprises (Trixie, 2020).

The present research addresses these gaps by examining the social and economic life of ecoprint batik activists in Kayangan Sub-district from 2019 to 2022, employing historical methodology to trace the development of this community-based creative enterprise. This research is significant for several reasons. First, it contributes to the limited body of scholarship on ecoprint as a socio-economic phenomenon rather than merely a technical practice. Second, it provides insights into the mechanisms through which sustainable creative industries can contribute to community empowerment and poverty reduction in resource-rich but development-challenged areas. Third, it offers evidence-based recommendations for policymakers and development practitioners seeking to support similar initiatives. The research specifically addresses two questions: (1) How did the socio-economic life of ecoprint activists develop in Kayangan Sub-district from 2019 to 2022? and (2) What impacts has ecoprint had on the social and economic life of activists in this region?

Research Method

This research employs a qualitative approach combined with historical methodology, recognizing that understanding the development of ecoprint practices requires both depth of insight into lived experience and temporal analysis of change over time. According to Moleong (2014), qualitative research is a procedure that produces descriptive data in the form of written or spoken words from people and observable behavior. This approach is appropriate because it enables researchers to understand phenomena from the perspective of the participants (Rahmat, 2009). In this study, qualitative approach allows for exploration of how ecoprint practitioners perceive and experience changes in their social and economic lives, while historical methodology provides framework for understanding the chronological development of these practices and their impacts (Sugiyono, 2008). The combination of these approaches ensures both interpretive depth and chronological rigor essential for understanding socio-economic transformation.

Historical methodology, as applied in this research, follows the established stages of historical inquiry outlined by Kuntowijoyo (2005) and Daliman (2015). This method recognizes that research into contemporary social phenomena has historical dimensions that require systematic investigation of development over time. The historical method includes five main stages: topic selection, source collection, source verification (criticism), interpretation, and historical writing (historiography). This systematic approach ensures that the research maintains rigor in establishing facts about the past while remaining responsive to the interpretive dimensions of historical understanding (Abdullah & Surjomihardjo, 1985). For this research, the historical method provided framework for tracing the introduction and development of ecoprint in Kayangan from its inception in 2019 through 2022, allowing for analysis of both continuity and change in the socio-economic conditions of practitioners.

The research was conducted in Kayangan Sub-district, North Lombok Regency, West Nusa Tenggara Province, from March 2023 to June 2023. Kayangan Sub-district comprises ten villages and is characterized by its strategic location and natural resource endowment. The selection of this location was purposeful, based on the documented presence of ecoprint practitioners and the accessibility of research participants (Sugiyono, 2014). The location provides an ideal setting for examining the socio-economic impacts of ecoprint because the relatively recent introduction of the practice enables practitioners to clearly articulate changes in their lives, while the continued reliance on traditional livelihoods allows for comparison between ecoprint and existing economic activities (BPS Lombok Utara, 2022). The research timeframe focuses on the period 2019–2022, capturing both the introduction of ecoprint and the disruptions caused by the COVID-19 pandemic, thus enabling examination of resilience and adaptation in the face of significant external challenges.

Data for this research were collected through multiple methods, including interviews, observation, and documentation, consistent with best practices in qualitative and historical research. Primary data were obtained directly from informants who are or have been involved in ecoprint activities, including current and former practitioners, local government officials, and community leaders (Sekaran, 2011). Secondary data were collected from documentary sources including government reports, academic publications, and archival materials (Sugiyono, 2008). In accordance with historical methodology, the research utilized three types of sources: oral sources (direct testimony from participants in events), written sources (documents, books, and archival materials), and material sources (physical artifacts including ecoprint products and equipment). This triangulation of sources ensures comprehensive understanding and enables cross-verification of information, contributing to the reliability of findings (Moleong, 2014).

Data collection employed four techniques aligned with historical method: heuristics, source criticism, interpretation, and historiography (Sjamsuddin, 2012). Heuristics involved the systematic collection of sources through observation, interviews, and documentation. Observation focused on ecoprint production processes and community interactions, while semi-structured interviews were conducted with nineteen informants including ecoprint practitioners, community leaders, and government officials. Documentation included collection of photographs, product records, and government documents related to ecoprint activities

(Sukmadinata, 2015). The research employed open-ended interview guides that allowed informants to articulate their experiences and perspectives freely while ensuring coverage of key themes. Interviews were audio-recorded and transcribed, and observation notes were maintained systematically. This comprehensive data collection approach ensured that the research captured both the breadth of ecoprint activities and the depth of individual experiences.

Source criticism, comprising both external and internal criticism, was applied to all collected sources to ensure their authenticity and credibility. External criticism examined the material aspects of sources, including the physical condition and provenance of documents and artifacts, while internal criticism examined the content for consistency with other sources and the credibility of informants (Daliman, 2015). These critical processes were essential for establishing the reliability of information about ecoprint's development and impacts. Interpretation involved analyzing the collected and verified sources to reconstruct the history of ecoprint and its socio-economic impacts. This interpretative stage drew on relevant theories including socio-economic theory, community development theory, and theories of creative economies to make sense of the findings (Abdullah, 2016). The final stage, historiography, involved synthesizing the research findings into a coherent narrative that communicates the research results while maintaining scholarly integrity and accessibility.

Results and Discussion

The Development of Ecoprint in Kayangan Sub-district

The emergence and development of ecoprint in Kayangan Sub-district represents a significant example of how traditional knowledge and natural resource utilization can be transformed into contemporary creative economic activities. Ecoprint was first introduced to the region through a pivotal training program in 2019, organized by the Dewan Kerajinan Nasional Daerah (DEKRANASDA - Regional National Crafts Council) following a study visit to Yogyakarta, where ecoprint was already being practiced. This training marked the beginning of a new creative industry in Kayangan, with the first training held in Dangieng Village, which subsequently became the initial center for ecoprint activities in the region (Interview with Masmunisri, 2023). The introduction of ecoprint in Kayangan occurred at a time when the local government was actively seeking to diversify economic activities and empower communities to utilize their abundant natural resources more effectively (BPS Lombok Utara, 2022). This timing proved crucial for the establishment and growth of the industry.

Following the initial training program, ecoprint spread to other villages in Kayangan Sub-district, establishing communities of practitioners in Kayangan, Dangieng, Santong, and Santong Mulia villages (Interview with Harvia Hayati, 2023). According to informants, the initial period of adoption faced several challenges, primarily related to perceptions of difficulty and uncertainty about market potential. This resistance reflects broader patterns in the adoption of new economic activities, where lack of familiarity and perceived risk can inhibit participation despite potential benefits (Setyowati & Wijayanti, 2021). However, the uniqueness of the technique and the ease of obtaining raw materials—leaves and other plant materials abundant in the region—gradually attracted more participants. The relatively simple equipment

requirements, involving common kitchen implements and materials, also made the technique accessible, requiring only training to develop the necessary skills rather than significant capital investment (Mintarsih & Rukmini, 2022).

The development of ecoprint from 2019 to 2022 can be divided into three phases. The first phase, from 2019 to early 2020, marked initial introduction and adoption. During this period, several training programs were conducted, and the first group of practitioners developed basic skills. This phase was characterized by experimentation and learning, with practitioners testing different leaves, techniques, and product types. The second phase, from 2020 to early 2021, was significantly affected by the COVID-19 pandemic, which restricted face-to-face activities and disrupted supply chains (Interview with Enik Karyawati, 2023). However, this period also saw the development of online marketing channels and the introduction of ecoprint to broader markets, as practitioners adapted to the constraints of the pandemic. The third phase, from 2021 to 2022, marked accelerated growth and diversification, with practitioners developing more sophisticated products, expanding their market reach, and establishing more formal business arrangements (Lestari et al., 2022).

Throughout this period, the number of ecoprint practitioners in Kayangan grew steadily, and the market for ecoprint products expanded geographically and socially. According to informants, products are now sold locally, nationally, and internationally, with significant markets in several Indonesian provinces and in Japan (Interview with Masmunisri, 2023). This growth reflects the increasing recognition of ecoprint's value as both a craft product and an environmentally sustainable fashion choice. The uniqueness of each piece and the environmental consciousness of ecoprint appeal to consumers seeking authenticity and sustainability in their purchasing decisions (Mariaty et al., 2022). The development of diverse products—including clothing, accessories, and home goods—has further expanded the market potential of ecoprint, aligning with contemporary trends in sustainable fashion and artisanal products.

Social Impacts of Ecoprint

The social impacts of ecoprint on practitioners in Kayangan Sub-district have been substantial and multifaceted, extending beyond economic benefits to influence social networks, community identity, and individual empowerment. One of the most significant social impacts has been the expansion of social networks and connections beyond local communities. Practitioners report that ecoprint has enabled them to meet and interact with government officials, designers, entrepreneurs, and international buyers who would otherwise be inaccessible (Interview with Masmunisri, 2023). This expanded social capital has provided practitioners with not only economic opportunities but also recognition and prestige within their communities and beyond. The interactions with diverse groups have also facilitated knowledge exchange and exposure to new ideas, contributing to continued innovation and skill development among practitioners (Kharishma & Septiana, 2019).

The formation of ecoprint communities has also strengthened social cohesion within villages. According to informants, the regular gatherings for production and training sessions

have created new social connections among women and community members who may otherwise have limited opportunities for social interaction (Interview with Maesarah, 2023). These community-based activities have reinforced traditional values of mutual cooperation and have created spaces for sharing knowledge and skills. The collaborative nature of ecoprint activities, particularly in the initial stages when practitioners were learning the techniques, has facilitated intergenerational and cross-community knowledge transfer (Setyowati & Wijayanti, 2021). This social dimension has been particularly significant in a context where geographic dispersion of settlements can limit social interaction, as noted in the research findings regarding the impacts of Kayangan's scattered population patterns.

The ecoprint movement has also contributed to changes in gender roles and women's empowerment in Kayangan. Observations and interviews indicate that most practitioners are women, and that ecoprint has provided opportunities for women to generate income while maintaining flexibility for domestic responsibilities. This economic empowerment has social implications, including increased decision-making power within households and enhanced status within communities (Andriya & Susilawati, 2019). Several informants reported that their ecoprint income has enabled them to contribute to household expenses and their children's education, enhancing their roles within families (Interview with Putriawati, 2023). The social recognition gained through ecoprint activities has also contributed to increased confidence and aspirations among women practitioners, extending empowerment beyond economic dimensions to include psychological and social aspects.

At a broader level, ecoprint has contributed to community identity and pride in Kayangan. The uniqueness of Kayangan ecoprint products and their recognition outside the region has created a sense of achievement and distinction among practitioners and the broader community (Interview with Suharmiati, 2023). This identity aspect has been reinforced by government recognition and by the increasing prominence of Kayangan ecoprint in regional and national events. The community's ability to utilize its natural resources creatively and sustainably has become a source of pride, and the success of ecoprint has been viewed as validation of local ingenuity and resourcefulness (Utomo et al., 2022). This positive identity development has spillover effects, encouraging other community members to consider entrepreneurial activities and contributing to a culture of creativity and innovation within Kayangan.

Economic Impacts of Ecoprint

The economic impacts of ecoprint on practitioners' livelihoods have been substantial and have contributed to significant improvements in household income and economic security. The profitability of ecoprint production is indicated by product pricing, with informants reporting that even the simplest products sell for at least Rp350,000, with more complex items commanding higher prices, particularly when sold at exhibitions and bazaars (Interview with Masmunisri, 2023). This pricing enables practitioners to generate meaningful income from limited production, making ecoprint particularly suitable as a supplementary income source for those with other responsibilities. The high value of ecoprint products relative to materials

used—mostly leaves and other plant materials that are freely available—provides substantial margins, although this does require investment in training, equipment, and fabric.

The impact of ecoprint on practitioners' economic conditions has been particularly evident during the post-pandemic period, when economic pressures were significant. According to informants, ecoprint production enabled practitioners to maintain or rebuild income during a period when traditional livelihoods and employment opportunities were constrained by pandemic-related restrictions and economic slowdown (Interview with Wini, 2023). This resilience aspect is significant, suggesting that ecoprint provides not only economic opportunity but also economic security through diversification of income sources. The ability to engage in ecoprint production at home with minimal capital requirements and to sell through online channels made it particularly adaptable to the constraints of the pandemic period (Istifadhoh et al., 2022). Several practitioners reported that ecoprint income has become a reliable supplementary source that helps meet household needs even when other sources of income are inadequate.

Diversification is a key feature of the economic impact of ecoprint. Informants report that ecoprint income is used for various purposes, including household consumption, education expenses, and business reinvestment. The flexibility of ecoprint activities, which can be combined with other income-generating activities or domestic responsibilities, makes it accessible to a wide range of community members. This flexibility also enables practitioners to adjust their engagement in ecoprint according to personal circumstances and market opportunities (Mariaty et al., 2022). Economic diversification through ecoprint has reduced practitioners' dependence on traditional livelihoods such as farming, fishing, and informal labor, which are often subject to seasonal fluctuations and economic volatility (BPS Lombok Utara, 2022). This diversification contributes to more stable and resilient household economies.

The government has played a crucial role in supporting the economic development of ecoprint in Kayangan through training programs, promotion, and direct purchasing. According to informants, local government policies requiring employees to wear traditional clothing, and the subsequent OPD (Organisasi Perangkat Daerah - Regional Government Organizations) orders for ecoprint fabrics, have provided significant market demand and exposure (Interview with Enik Karyawati, 2023). This government support has been essential for establishing ecoprint as a recognized and valued local industry, creating market opportunities that would otherwise be difficult for practitioners to access independently. However, challenges remain in terms of business formalization, market access, and competition, suggesting the need for continued support and capacity building to ensure the long-term sustainability of ecoprint as an economic activity.

Ecoprint Production Process and Innovation

Understanding the ecoprint production process is essential for appreciating both the artisanal nature of the work and the opportunities for innovation and value addition. The ecoprint process in Kayangan primarily employs the steaming method, which involves placing leaves and other plant materials on fabric, rolling the material and leaves, then steaming the

bundle to transfer colors and shapes (Flint, 2008). This technique is preferred for its ability to produce clear, long-lasting prints and for its compatibility with the natural fabrics available in the region. According to informants, the process has become more sophisticated over time, with practitioners developing methods for creating specific colors and more complex patterns (Interview with Masmunisri, 2023). The ability to achieve consistent results while maintaining the unique, unrepeatable character of each piece represents a key skill developed through practice and experimentation.

The choice of raw materials is crucial for successful ecoprinting, and Kayangan's natural environment provides an abundance of suitable materials. Practitioners have developed knowledge of which leaves produce which colors and patterns, with informants noting that the quality of print depends on the leaf type, condition, and the amount of natural tannins present (Interview with Harvia Hayati, 2023). While many materials are locally available, some are sourced from outside the region, including certain fabrics and natural dyes such as those derived from sappanwood, which produces distinctive red tones. The sustainable sourcing of materials is an important aspect of ecoprint, and practitioners are mindful of harvesting practices that ensure continued availability of natural resources (Mintarsih & Rukmini, 2022). The development of this ecological awareness and sustainable practices represents an important dimension of the knowledge base that has been developed alongside the craft itself.

Significant innovation has occurred in Kayangan ecoprint production, both in terms of products and marketing. Practitioners have expanded their product range beyond simple fabric prints to include finished products such as clothing, accessories, and home goods, adding value to their work and reaching more diverse consumer segments. The development of "ecobatik" combining ecoprint motifs with traditional batik techniques represents a particularly noteworthy innovation (Interview with Masmunisri, 2023). This integration of techniques creates products that appeal to both traditional consumers and those seeking contemporary sustainable fashion. The establishment of individual brands and the use of online marketing platforms have further professionalized ecoprint practice, enabling practitioners to reach wider markets and build distinctive identities in the marketplace (Istifadhoh et al., 2022).

The ability to recover from production failures through "re-eco" processes represents another important innovation that enhances economic viability. According to informants, ecoprint products that do not meet expectations can be processed again to remove prints and re-dye the fabric, minimizing waste and economic losses (Interview with Masmunisri, 2023). This practice reflects a sophisticated understanding of the materials and processes, and it contributes to the sustainability and economic viability of ecoprint production. The development of such techniques and knowledge demonstrates the adaptive capacity of practitioners and the potential for continued refinement of ecoprint practices in response to experience and market requirements. This adaptive capacity is essential for the long-term success of ecoprint as an economic activity in Kayangan, positioning practitioners to respond effectively to changing market conditions and consumer preferences.

Comparison with Existing Research

The findings of this research align with and extend the existing literature on ecoprint and creative economy development. Previous research on ecoprint has primarily focused on technical aspects such as dye extraction, color fastness, and product development (Maharani, 2022; Kharishma & Septiana, 2019). This research contributes to the limited literature on the socio-economic dimensions of ecoprint, providing evidence that ecoprint can generate significant economic benefits and social empowerment, particularly for women and marginalized community members. This finding is consistent with studies suggesting that sustainable craft activities can contribute to community development and poverty reduction (Setyowati & Wijayanti, 2021), and it extends this understanding to the specific context of ecoprint in rural Indonesia.

The social benefits of ecoprint documented in this research correspond with findings from other studies of craft communities, which have identified enhanced social networks, community cohesion, and individual empowerment as outcomes of craft participation (Lestari et al., 2022). The formation of ecoprint communities and the knowledge sharing observed in Kayangan parallel patterns seen in other Indonesian craft communities, suggesting that the social dimension of craft production may be as significant as the economic dimension for community welfare. The research contributes to understanding of how craft production can serve as a mechanism for social inclusion and empowerment, particularly in communities where traditional social structures and gender roles may limit women's participation in economic activities (Andriya & Susilawati, 2019).

The challenges identified in this research, including perceptions of difficulty, resource constraints, and market access challenges, echo findings from studies of other community-based enterprises in developing contexts (Utomo et al., 2022). The research confirms that while ecoprint offers significant potential for economic and social development, the successful establishment of sustainable enterprises requires ongoing support in terms of training, market access, and business development services. The role of government support in overcoming these challenges aligns with findings from broader research on creative economy development, which have identified public sector facilitation as crucial for the success of such initiatives (Mariaty et al., 2022). The Kayangan case provides a clear example of how government support, combined with community initiative and natural resource endowment, can establish a viable creative enterprise in a rural setting.

The historical analysis of ecoprint development provides insights into the dynamics of change and adaptation that are not typically captured in synchronic studies of craft production. The ability of practitioners to adapt to pandemic restrictions through online marketing and to recover from temporary suspension of activities demonstrates resilience that extends beyond the specific experience of Kayangan (Trixie, 2020). This resilience, which has been essential for the continued viability of ecoprint, suggests that adaptability and innovation are crucial skills for craft communities seeking to establish sustainable livelihoods. The research thus provides practical insights for development practitioners and policymakers considering support

for similar initiatives, highlighting both the potential and the challenges of developing community-based creative enterprises in resource-rich but capacity-limited contexts.

Historical Context and Development Trajectory

The historical development of ecoprint in Kayangan cannot be separated from the broader history of the region and the religious and cultural context that shapes community life. The history of Islam in Lombok is intimately connected with the Kayangan area, particularly Sesait Village, which served as an early center of Islamic propagation in the region (Interview with Religious Figures, 2023). This historical legacy has influenced community values, including attitudes toward entrepreneurship and economic activity. The tradition of mutual cooperation, which is deeply embedded in local culture, has facilitated the collaborative learning and knowledge sharing observed in ecoprint development. This cultural foundation has provided fertile ground for ecoprint to take root and develop as a community-based enterprise, with practitioners building on established patterns of cooperation and social reciprocity.

The development of ecoprint also reflects broader patterns of socio-economic change in Kayangan. Before the establishment of ecoprint, community members were primarily engaged in agricultural activities, including farming and fishing. The natural environment—ranging from coastal areas to hill slopes—provided resources that were predominantly used in traditional subsistence activities. Ecoprint has enabled a shift from subsistence to market-oriented production, utilizing the same natural resources but with value addition through processing and creative application. This transformation represents a significant change in how community members relate to their environment and how they derive livelihood from it, moving from direct consumption of natural products to their transformation into high-value craft products (Yulimarni et al., 2021).

The evolution of ecoprint from a hobby or supplementary activity to a recognized economic sector reflects broader changes in the Indonesian economic environment, including increasing recognition of creative industries as drivers of economic development. The government's role in promoting traditional crafts and creative industries, and its policies requiring the use of traditional textiles by government employees, have created market opportunities that have facilitated the growth of ecoprint. This policy environment has been complemented by changing consumer preferences, including growing interest in sustainable and artisanal products that has increased demand for ecoprint products. The Kayangan ecoprint industry thus represents a conjunction of local initiative, government support, and favorable market conditions that have enabled its development and growth.

The research also documents the resilience of ecoprint in the face of external shocks, particularly the COVID-19 pandemic. The ability of practitioners to maintain their activities through online marketing and local sales during periods of restricted mobility demonstrates the adaptability of the sector. This resilience is significant not only for understanding the specific case of Kayangan but also for understanding how craft-based enterprises can contribute to economic resilience in communities facing economic disruption (Lestari et al., 2022). The experience of Kayangan suggests that craft-based enterprises with low capital requirements and

flexible production arrangements can be particularly effective at maintaining economic activity during periods of economic downturn, providing a buffer against income loss from other sources.

Conclusion

The socio-economic life of ecoprint batik activists in Kayangan Sub-district has experienced significant development from 2019 to 2022, characterized by increasing adoption, growing market reach, and expanding economic benefits. The ecoprint technique, introduced through government-sponsored training programs in 2019, has been embraced by community members who have recognized its potential for generating income while utilizing the region's abundant natural resources. The development of ecoprint has occurred through three phases—initial introduction and adoption (2019-2020), adaptation and online marketing during COVID-19 (2020-2021), and accelerated growth and diversification (2021-2022)—demonstrating the resilience and adaptability of the sector. Socially, ecoprint has created new networks among practitioners, facilitated interactions with diverse groups, and contributed to women's empowerment through income generation. Economically, ecoprint has provided valuable supplementary income, with product prices starting at Rp350,000, and has contributed to economic recovery and diversification. The government's supportive policies, including training programs and direct purchasing, have been crucial for the industry's development. Despite challenges including resource constraints and market access issues, ecoprint has established itself as a sustainable and profitable community enterprise in Kayangan.

Future research should explore the long-term sustainability of ecoprint as an economic activity, examining factors that contribute to continued viability, including market dynamics, skill development, and innovation. Research on comparative experiences of ecoprint in different regions could illuminate contextual factors that enable or constrain the development of similar enterprises. Examination of the environmental sustainability of ecoprint practices, including resource management and ecological impacts, would contribute to understanding of the long-term viability of this sector. Studies on the scalability of ecoprint and its potential to serve as a platform for broader economic development would be valuable for policy development. Finally, research on the specific mechanisms through which ecoprint contributes to women's empowerment and social change could provide insights for development interventions seeking to achieve multiple social and economic outcomes.

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