

*Home-based enterprise* (HBE) Batik di kawasan padat perkotaan seperti Kampung Kauman, Pekalongan, menghadapi tantangan keterbatasan ruang yang memaksa tumpang tindihnya fungsi hunian dan kegiatan produksi. Fenomena ini, yang diperumit oleh kepadatan penduduk tinggi dan aktivitas pariwisata, mendorong terjadinya proses produksi ruang secara terus-menerus melalui negosiasi antar pengguna. Penelitian ini bertujuan untuk mengidentifikasi bagaimana proses produksi ruang tersebut terjadi dalam kerangka teori Henri Lefebvre, serta menganalisis pengaruhnya terhadap tingkat kepuasan pengguna ruang. Penelitian ini menggunakan metode kualitatif dengan pendekatan studi kasus. Sampel dipilih melalui teknik *purposive sampling*, terdiri atas empat unit HBE batik di Kampung Kauman yang memenuhi kriteria inklusi: menggabungkan fungsi hunian dan produksi, berlokasi di wilayah studi, serta pemiliknya bersedia berpartisipasi. Pengumpulan data dilakukan secara komprehensif melalui observasi langsung terhadap adaptasi ruang, wawancara mendalam dengan pemilik dan pekerja, serta penyebaran kuesioner untuk *Post Occupancy Evaluation* (POE) yang mengukur aspek fisik dan *behavioral*. Data yang terkumpul kemudian dianalisis menggunakan model analisis interaktif Miles dan Huberman untuk mengidentifikasi pola dan hubungan antara variabel produksi ruang dan kepuasan pengguna. Hasil penelitian menunjukkan bahwa produksi ruang pada HBE batik merupakan negosiasi dinamis antara *conceived space* (desain terencana), *perceived space* (praktik harian), dan *lived space* (makna simbolik yang dihayati). Kepuasan pengguna sangat dipengaruhi oleh keseimbangan ketiga dimensi ini. Rumah yang didominasi *lived space* menunjukkan kenyamanan psikologis yang tinggi meskipun tumpang tindih fungsi, sedangkan rumah yang terlalu fokus pada *conceived space* menghasilkan skor kepuasan terendah, terutama pada aspek *territoriality* dan *Comfortability* bagi pekerja. Disimpulkan bahwa kepuasan pengguna tidak hanya ditentukan oleh efisiensi fisik, melainkan oleh integrasi harmonis antara desain, praktik adaptif, dan makna sosial yang melekat pada ruang, di mana ruang transisi dan fleksibilitas memainkan peran krusial.

Kata kunci: Produksi Ruang, Kepuasan Pengguna, *Home-based enterprise*, Batik, Negosiasi Ruang.

*Batik Home-based enterprises (HBEs) in dense urban areas like Kampung Kauman, Pekalongan, face the challenge of limited space, forcing an tumpang tindih between residential and production activities. This phenomenon, complicated by high population density and tourism, prompts a continuous process of space production through user negotiations. This study aims to identify how this space production process occurs within the theoretical framework of Henri Lefebvre and to analyze its influence on the level of user satisfaction. This research employed a qualitative method with a case study approach. The sample was selected through purposive sampling, consisting of four HBE batik units in Kampung Kauman that met the inclusion criteria: combining residential and production functions, located within the study area, and having owners willing to participate. Comprehensive data were collected through direct observation of spatial adaptations, in-depth interviews with owners and workers, and the distribution of questionnaires for a Post Occupancy Evaluation (POE) measuring physical and behavioral aspects. The collected data were then analyzed using the Miles and Huberman interactive analysis model to identify patterns and relationships between space production variables and user satisfaction. The findings reveal that space production in batik HBEs is a dynamic negotiation between conceived space (planned design), perceived space (daily practices), and lived space (inhabited symbolic meaning). User satisfaction is significantly influenced by the balance of these three dimensions. A house dominated by lived space (the meaning of tradition) exhibited high psychological comfort despite functional overlapping, whereas houses overly focused on conceived space (rigid technical design) yielded the lowest satisfaction scores, particularly in workers' sense of territoriality and Comfortability. It is concluded that user satisfaction is determined not only by physical efficiency but by the harmonious integration of design, adaptive practices, and the social meaning embedded in the space, where transitional areas and flexibility play a crucial role.*

*Keywords: Production of space, User Satisfaction, Home-based enterprise, Batik, Spatial Negotiation.*