



PERAN INDUSTRI BATIK TRUSMI TERHADAP EKONOMI LOKAL DI KECAMATAN PLERED, KABUPATEN CIREBON

Desy Rahma Febrianty

21/477309/GE/09575

INTISARI

Industri batik Trusmi merupakan salah satu sentra batik terbesar di Kabupaten Cirebon yang memiliki peranan penting bagi perekonomian dan budaya lokal Kecamatan Plered. Namun, industri batik Trusmi menghadapi tantangan berupa keterbatasan modal, banyak sorum batik dari luar Cirebon, serta menurunnya minat terhadap batik cap dan tulis. Penelitian ini bertujuan untuk mengidentifikasi perkembangan industri batik, peran terhadap ekonomi lokal, serta strategi pengembangan industri batik. Penelitian ini menggunakan kualitatif dengan analisis induktif, informan dipilih dengan *purposive sampling*, melibatkan pemerintah daerah, pekerja/pengrajin, pemilik dari sorum, dan pelaku UMKM/masyarakat sekitar. Data diperoleh dari melalui wawancara mendalam, observasi, dokumentasi, serta sumber-sumber sekunder dari instansi terkait.

Hasil penelitian menunjukkan perkembangan industri batik Trusmi mengalami peningkatan jumlah unit usaha pada tahun 2019 – 2021, namun stagnan pada tahun 2021–2023 akibat pandemi Covid-19, keterbatasan modal, dan tekanan persaingan. Meskipun demikian, pelaku industri melakukan adaptasi melalui digitalisasi pemasaran, inovasi desain, dan pengembangan produk turunan batik, dan terbukti memiliki kontribusi besar terhadap ekonomi lokal melalui penyerapan tenaga kerja, peningkatan pendapatan, serta terciptanya keterkaitan pada sektor UMKM sekitar. Dengan demikian, industri batik Trusmi berperan strategis dalam memperkuat ekonomi lokal dan mempertahankan identitas budaya daerah.

Kata Kunci: Ekonomi Lokal, Industri Batik Trusmi, Pemasaran, Strategi Pengembangan, UMKM sekitar



THE ROLE OF THE TRUSMI BATIK INDUSTRY IN THE LOCAL ECONOMY OF PLERED DISTRICT, CIREBON REGENCY

Desy Rahma Febrianty

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ABSTRACT

The Trusmi batik industry is one of the largest batik centers in Cirebon Regency and plays an important role in the economy and cultural identity of Plered District. However, the industry faces several challenges, including limited capital, the presence of numerous batik showrooms from outside Cirebon, and declining interest in stamped and hand-drawn batik. This study aims to identify the development of the batik industry, its role in the local economy, and strategies for its further development. A qualitative approach with inductive analysis was employed, and participants were selected through purposive sampling, involving local government officials, workers/artisans, showroom owners, and surrounding UMKM actors or community members. Data were collected through in-depth interview, observation, documentation, and secondary sources from relevant institutions.

The findings show that the development of the Trusmi batik industry experienced an increase in the number of business units from 2019–2021, but stagnated during 2021–2023 due to the Covid-19 pandemic, limited capital, and competitive pressures. Nevertheless, industry actors have adapted through digital marketing, design innovation, and the development of derivative batik products, which have proven to make a significant contribution to the local economy through employment absorption, income enhancement, and fostering linkages with surrounding UMKM sectors. Thus, the Trusmi batik industry holds a strategic role in strengthening the local economy and preserving regional cultural identity.

Keywords: *Local Economy, Trusmi Batik Industry, Marketing, Development Strategy, UMKM sectors*