

INTISARI

Penelitian ini berjudul “Motif dalam Virtual: Navigasi Modal Budaya sebagai Strategi Pemasaran Etnopreneur Batik Tulis di Tengah Lanskap Ekonomi Digital (Studi Kasus Paguyuban Batik Tulis Giriloyo, Wukirsari)”. Menggunakan pendekatan etnografi kualitatif dengan observasi partisipatif, wawancara mendalam, serta dokumentasi selama tiga bulan di Dusun Giriloyo, Desa Wukirsari, Kecamatan Imogiri, Kabupaten Bantul, penelitian ini menganalisis tiga hal utama: perubahan pola pemasaran dari konvensional ke digital, produksi serta integrasi modal budaya di platform maya, dan persepsi masyarakat terhadap strategi tersebut.

Hasil penelitian menunjukkan bahwa pasca-gempa bumi 2006, para pengrajin perempuan Giriloyo bertransformasi dari buruh makloon yang tergantung menjadi etnopreneur mandiri melalui pembentukan Paguyuban Batik Tulis Giriloyo. Mereka tidak memilih marketplace massal seperti Shopee, melainkan memanfaatkan Instagram dan website sebagai etalase visual pengalaman budaya (katalog motif, proses membatik, dan cerita sejarah Mataram), sementara proses tawar-menawar dan transaksi dilakukan secara personal melalui WhatsApp. Modal budaya (Bourdieu) berhasil dinavigasi secara cerdas: pengetahuan menubuh (*embodied*) seperti keahlian nyanting ditampilkan melalui video workshop, kain batik dengan ketidaksempurnaan tangan dijadikan bukti otentisitas (*objectified*), serta label historis Kerajaan Mataram dan pengakuan UNESCO (*institutionalized*) menjadi narasi utama. Strategi ini merupakan bentuk re-embedding (Polanyi) yang menolak pasar bebas yang menceralabut, sehingga ekonomi digital tetap terlekat dengan nilai sosial-budaya. Persepsi konsumen sangat positif; mereka tidak sekadar membeli kain, melainkan merasa turut mendukung pelestarian warisan dan pemberdayaan perempuan, yang terbukti dari ulasan tinggi di Google Maps serta peningkatan penjualan kain premium. Penelitian ini menyimpulkan bahwa teknologi digital bukan ancaman, melainkan ruang baru bagi komunitas Giriloyo untuk mempertahankan kehidupan batik tulis sekaligus memberdayakan agen perempuan di era modern.

Kata Kunci: Modal budaya, etnopreneurship, pemasaran digital, batik tulis, keterlekatan, Giriloyo

ABSTRACT

This thesis entitled “Motif in the Virtual: Navigating Cultural Capital as a Marketing Strategy for Handwritten Batik Etnopreneurs in the Digital Economy Landscape (A Case Study of Paguyuban Batik Tulis Giriloyo, Wukirsari)” examines how the women artisans in Giriloyo Village adapt to digital marketing through ethnopreneurship. Employing a qualitative ethnographic approach with participant observation, in-depth interviews, and documentation conducted over three months in Giriloyo, Wukirsari, Imogiri, Bantul Regency, the study analyzes three key aspects: the shift from conventional to digital marketing patterns, the production and integration of cultural capital in virtual platforms, and public perceptions of these strategies.

The findings reveal that following the 2006 earthquake, the female batik makers transformed from dependent makloon laborers into independent ethnopreneurs via the establishment of Paguyuban Batik Tulis Giriloyo. Instead of relying on mass e-commerce platforms like Shopee, they strategically use Instagram and the official website as visual catalogs of cultural experiences (showcasing traditional motifs, ritualistic production processes, and Mataram Kingdom history), while keeping negotiations and transactions personal through WhatsApp. Cultural capital (Bourdieu) is navigated intelligently: embodied knowledge (such as skilled canting techniques) is displayed via workshop videos, objectified elements (handmade batik with visible imperfections) serve as authenticity proofs, and institutionalized aspects (historical ties to the Mataram Kingdom and UNESCO recognition) form core narratives. This practice represents a re-embedding (Polanyi) that resists disembedded free-market forces, ensuring digital economy remains tied to socio-cultural values. Consumer perceptions are highly positive; buyers view purchases not merely as acquiring fabric but as supporting cultural preservation and women’s empowerment, evidenced by near-perfect Google Maps reviews and increased premium batik sales. Ultimately, the research concludes that digital technology is not a threat but a new space for Giriloyo’s community to sustain handwritten batik while empowering local agency in the modern era.

Keywords: Cultural capital, ethnopreneurship, digital marketing, batik tulis, embeddedness, Giriloyo