

## INTISARI

Penelitian terhadap industri kreatif di pedesaan itu penting, karena hasil penelitian ini salah satunya akan menjadi rekomendasi bagi pemerintah supaya lebih memperhatikan industri kreatif di pedesaan. Dalam rangka mewujudkan tujuan tersebut, dilakukanlah penelitian terhadap industri kreatif Kelompok Batik Tulis Sonjiwani di Desa Kebondalem Kidul, Kecamatan Prambanan, Kabupaten Klaten. Adapun dalam melakukan kajian, penelitian ini menggunakan metode kualitatif. Metode kualitatif tersebut meliputi: (1) observasi partisipasi; (2) wawancara mendalam; dan (3) studi pustaka. Setelah dilakukan penelitian dengan memanfaatkan metode di atas, maka penelitian ini menyimpulkan bahwa industri kreatif di Desa Kebondalem Kidul muncul karena adanya potensi budaya Candi Sojiwan. Namun kemunculannya tersebut bukan inisiatif masyarakat desa sendiri, melainkan karena terdapat beberapa pihak dari luar masyarakat desa yang memicunya, seperti UNESCO, BPCB Jawa Tengah, dan Jurusan Arkeologi UGM. Hal itu dikarenakan mayoritas masyarakat desa di sana belum memahami apa itu sebenarnya industri kreatif, bagaimana memulainya, memproduksinya, dan mengkreasinya menjadi produk yang kreatif. Oleh karena itu, untuk memunculkan dan mengembangkan industri kreatif di pedesaan diperlukan pemicu dari pihak luar masyarakat terlebih dahulu. Hingga akhirnya, dengan adanya pemicu dan dukungan dari luar, saat ini industri kreatif kerajinan Batik Tulis Sonjiwani di Desa Kebondalem Kidul dapat berkembang dengan kreativitas mereka sendiri.

**Kata kunci:** Industri, Kreatif, Metode Kualitatif, Desa Kebondalem Kidul, Batik Tulis Sonjiwani

### *ABSTRACT*

Research on the creative industries in the countryside is important, because one of the results of his research will be a recommendation for the government to pay more attention to the creative industries in the countryside. In order to realize these objectives, conducted this research on the creative industries of Kelompok Batik Sonjiwani in Kebondalem Kidul village, Prambanan district, Klaten regency. As for the conduct of the study, this study used qualitative methods. The qualitative methods used are: (1) observation of participation; (2) in-depth interviews; and (3) literature. After doing research by using the above method, the study concluded that the creative industries at Kebondalem Kidul arise because of the potential culture of Sojiwan Temple. However, its appearance is not the villagers own initiative, but because there are some people from outside the village community triggered that, such as UNESCO, BPCB Central Java, and the Department of Archaeology UGM. That's because the majority of rural people do not yet understand what it is actually the creative industries, how to start it, to produce it, and to create it, to be creative product. Therefore, to bring up and develop the creative industries in the countryside needed a trigger from outside the community first. Until finally, with their triggers and support from outside, today creative industries of Kelompok Batik Tulis Sonjiwani at Kebondalem Kidul could develop their own creativity.

**Keywords:** industry, creative, qualitative methods, Kebondalem Kidul, Batik Tulis Sonjiwani