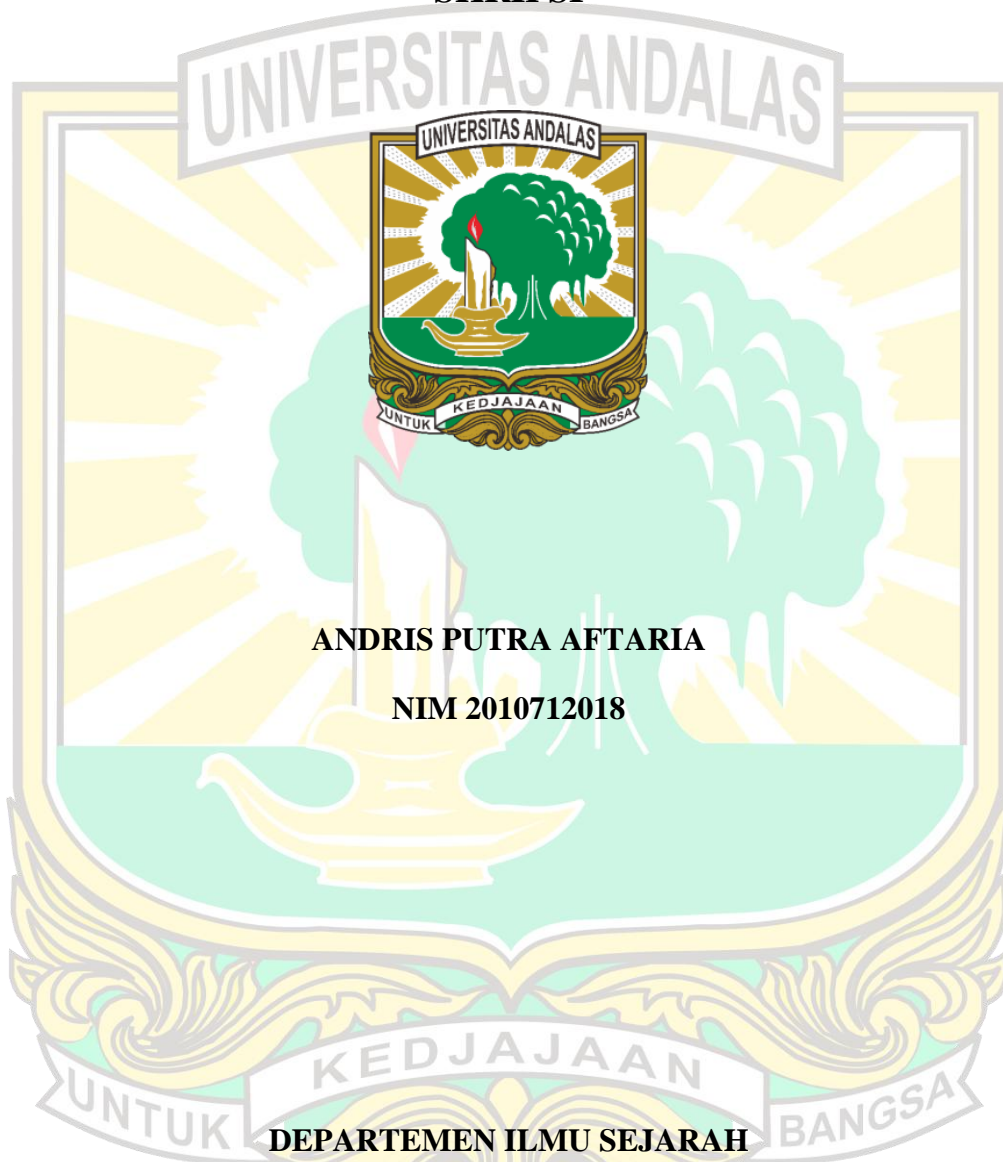


**KOLABORASI PENGRAJIN PEMILIK USAHA BATIK DENGAN
PEMERINTAH DALAM MENGEMBANGKAN BATIK TANAH *LIEK*
DI KABUPATEN DHARMASRAYA (1995-2022)**

SKRIPSI



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ABSTRACT

This thesis is titled "The Collaboration Between Batik Entrepreneurs and the Government in Developing Batik Tanah Liek in Dharmasraya Regency (1995–2022)". This study aims to examine the forms of collaboration between Batik Tanah Liek artisans and the Dharmasraya Regency government in developing the local batik industry (1995 to 2022). The research focuses on the partnerships between the local government and two major batik industries, Citra Mandiri and Pondok Batik Padang Sari, as well as the impacts of these collaborations on the development of Batik Tanah Liek in the region.

This study employs historical research methods, including heuristics, criticism, interpretation, and historiography, complemented by oral history interviews with five informants. Primary data were collected through visits to both batik industries and the analysis of batik motifs and production activities that evolved through collaboration. This approach enabled the researcher to reveal the dynamics of collaboration, the challenges faced, and the changes that occurred over the research period.

The findings show that collaboration between the government and artisans led to improvements in production quality, innovation in design, and the expansion of Batik Tanah Liek's market. Support in the form of training, promotion, and modern technological assistance allowed the local batik industry to compete in both national and international markets. Furthermore, the collaboration created job opportunities, increased youth interest, and strengthened the cultural identity of Dharmasraya Regency amid globalization.

In conclusion, the close collaboration between the government and artisans has become a crucial factor in cultural preservation and regional economic development. Although challenges such as competition from modern batik products and a lack of regeneration remain, this synergy has made Batik Tanah Liek a living and relevant part of Minangkabau's cultural heritage. Today, Batik Tanah Liek stands as one of the pillars of identity and pride for the people of Dharmasraya.
Keywords: Batik Tanah Liek, Batik Craftsman Entrepreneurs, Collaboration, Cultural Heritage

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