

## CHAPTER V

### CONCLUSION

#### 5.1 Project Conclusion

This natural dye batik product development project in the form of ready-to-wear by utilizing *gambir* wastewater has successfully introduced prototypes by prioritizing sustainable principles and combining modern traditional elements. The uniqueness of this product, apart from using natural materials, shows a batik fashion that is packaged in the form of ready-to-wear instead of sheets of fabric, making it easier for users to continue using batik in their daily lives. The positive response from potential consumers as informants shows the success of the new product development model in carrying out a development project. In the results of interviews with informants who stated that the results of the prototype developed had fulfilled modern and sustainable aspects such as textile dyes used from natural materials, the textile materials used were also comfortable as evidenced that the fabrics used contained natural fibers, motif designs that told local elements, variations in clothing models that seemed trendy and did not eliminate traditional values so that product styles such as this prototype could be used in formal or casual occasions. This kind of value is considered an advantage and differentiation of unique batik products. However, there are challenges from the product testing results such as issues about color instability between fabrics produced, natural dyeing results that seem monotonous and old, the potential for fading during washing and the quality of sewing when it becomes a finished garment. For the future, further development of this product must be able to continue to find solutions

to existing challenges and present innovations in order to attract customer interest and business growth.

## **5.2 Project Implications**

### **5.2.1 Theoretical**

The theoretical implications of this project can provide valuable insights in the field of entrepreneurship and product development for authors. The implementation of this project also enriches literacy about new product development with the adaptation of the stage-gate model and approach to the creative industry, especially the integration of sustainable principles, modern fashion, and local wisdom. Hopefully, this project can help similar business actors or those who are just starting a business to develop products and businesses for the better.

### **5.2.2 Practical**

This project provides an in-depth experience in developing environmentally friendly batik prototypes using natural dyes, while also serving as a valuable foundation for establishing a sustainable home-based production business in the village. Through the manual process of creating batik using natural dyes, the author learned the value of patience, precision, and attention to detail at every stage of production. From dyeing with natural colours, applying traditional batik techniques, to special care that all of which directly impact the final quality of the high-value product. The uniqueness of this product lies not only in its handmade process but

also in the cultural narrative embedded in each motif, thereby strengthening local identity.

The use of *gambir* wastewater as a dye creates a circular economic value chain in Lima Pulu Kota Regency, transforming waste into a productive resource while reducing environmental impact. This project is not only a stepping stone for establishing business but also a tangible contribution to the development of environmentally-based creative industries at both the regional and national levels.

### 5.3 Project Limitations

After carrying out the product development project of natural dye-based batik fashion, several limitations were found, namely:

1. Limited time in executing the project only until the prototyping and product testing stages, not yet to the production and commercialization stages.
2. Limitations in making product design variations. Because this project is still in prototype form, the clothing design is only dominated by basic clothing models for women, using only one type of batik dye, namely *gambir* wastewater.
3. Another limitation is related to the amount of time spent in making a piece of natural dye batik cloth because the process itself uses traditional techniques, starting from dyeing and batik making, which are done manually by a small number of craftsmen and are all purely handmade.

### 5.4 Suggestion for Future Agenda



Based on the results of the project implementation, there are suggestions to be made for future projects or future agendas in the form of:

1. Improving product quality starting from the cleanliness of batik and natural dye products, color durability on fabrics, and standard neatness of sewing on clothes.
2. Provide a variety of designs such as colors, various elements and sizes of motifs, and clothing models.
3. Create packaging and brand identity including clothing labels, hangtags, product and contact information.
4. Marketing strategy with a focus on niche markets that better understand the value of batik and natural dye products, utilizing various sales channels both offline and online, highlighting storytelling on social media as product education, and attracting a premium market in big cities.
5. Collaboration with influencers, designers, and communities for limited edition collections.
6. Building partnerships with farmers to source sustainable raw materials.
7. Conducting further research agenda for innovation exploration related to sustainable principles, circular economy, and eco-label certification.