

YOUTH EMPOWERMENT IN BATIK PRESERVATION AT BATIK GALLERY BANYUSABRANG, NGENTAKREJO, LENDAH, KULONPROGO.

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ABSTRACT

Abstract The aim of this study is to describe how young people are involved in batik preservation at the Banyusabrang Gallery, Ngetakrejo, Lendah, Kulonprogo. This research is analytical descriptive, through observation, documentation and interviews with informants. By positioning batik as a product of consumer culture and Hanang Mintarta's role as the architect of the consumer society an economic anthropological approach is applied. This study also demonstrates how batik makers' development of moral economic conduct can genuinely restore social order and social integration in regions that once had pockets of the batik industry, like in Ngentakrejo village, Lendah, Kulonprogo.. On the basis of observational criteria, interviewing guidelines, data reduction, and triangulation, data validation was carried out. The result of the research found are related to the role of Hanang Mintarta as a batik entrepreneur at the Banyusabrang Gallery. Using the inward locking theory are. 1. the importance of empowering youth to reduce unemployment and increase income. 2. the widespread creation of local batik motifs specifically for the Ngentakrejo village, namely motif Buah Naga, and the creation of batik motifs for the Kulon Progo regency icon, namely the Gebleg Renteng motif. Related to the outward locking theory is the achievement of Hanang Mintarta as a batik entrepreneur with modern management, as he created motifs that are currently selling for consumers. These motifs are, 3. Oplog, 4. Ukel Birowo, 5. Gradasi Semburat, and 6. Berkah Tanah Surga. keywords: youth empowerment, Banyusabrang batik gallery/Hanang Mintarta, inward locking - outward locking

Kata Kunci: *youth,empowerment,Banyusabrang,batik,gallery,Hanang,Mintarta,inward locking,outward locking,*