

## Upaya pelestarian Batik Betawi ditinjau dari perspektif ketahanan budaya studi kasus Batik Betawi di Jakarta Selatan = Efforts of Batik Betawi preservation observed from the perspective of cultural resilience case study of Batik Betawi studios in South Jakarta

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### Abstrak

Tesis ini membahas upaya pelestarian batik Betawi serta faktor pendukung dan penghambatnya; cara para pelaku pelestarian mempertahankan eksistensi; dan tinjauan upaya pelestarian dari perspektif ketahanan budaya. Penelitian ini menggunakan metode kualitatif dengan pendekatan analisis deskriptif dan studi kasus pada sanggar batik Betawi di Jakarta Selatan. Upaya pelestarian batik Betawi dilakukan melalui dua bentuk: (1) revitalisasi, dengan cara menghidupkan pengrajin batik asli Betawi; memberikan modal peralatan dan bahan baku; memberdayakan masyarakat setempat; membentuk paguyuban pengrajin dan tempat belajar, berbagi, dan berdiskusi; membantu pemasaran; dan mendirikan koperasi; (2) rekacipta, dengan cara: recreated tradition, yaitu mempertahankan motif batik lama yang dimodifikasi dan diberi fungsi baru; dan invented tradition, yaitu menciptakan motif batik kreasi baru dan fungsi baru dengan menggali dan mengkaji khazanah suku Betawi untuk mengembangkan dan memperkaya motif. Faktor pendukung: motivasi kuat; pembinaan berkelanjutan; keterlibatan orang-orang non-Betawi; peran media massa; dukungan moral masyarakat dan pemerintah setempat; dan Peraturan Gubernur DKI Jakarta No. 209 Tahun 2012 tentang Pakaian Dinas. Faktor penghambat: keterbatasan dalam modal, SDM, lahan, dan pemasaran. Para pelaku pelestarian dapat mempertahankan eksistensi mereka karena mampu menerapkan fungsi adaptation/adaptasi, goal attainment/pencapaian tujuan, integration/integrasi, dan latent pattern maintenance/pemeliharaan pola. Ditinjau dari ketahanan budaya, upaya pelestarian batik Betawi mampu memenuhi aspek pelestarian yang dinamis dan kreatif; perwujudan identitas dan eksistensi pemilik kebudayaan; serta edukasi, sosial, dan ekonomi, yang dapat mendukung ketahanan budaya.

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This thesis discusses an efforts to preserve batik Betawi along supporting and inhibiting factors; method of preservation actors maintain their existence; and review preservation of efforts from the perspective of cultural resilience. This research uses qualitative method with descriptive analysis approach and cases on the batik Betawi studios in South Jakarta. The efforts to preserve batik Betawi are through two forms: (1) revitalization, are the way turning the native craftsmen of batik Betawi; providing a capital equipment and a raw materials; empowering a local communities; establish a community and a learning center for sharing and discussing; help to find market; and establish a cooperatives; (2) recreative by recreated tradition, which maintain the old motif have been modified and having a new function; and invented tradition, which is creating new creation of batik and new function by explore and assess the Betawinesse literatures to develop and to enrich the motive. Supporting factors: strong motivation; sustainable development; the involvement of the non-Betawi people; the role of the mass media; supporting moral between communities and local government; and Governor of Jakarta Regulation No. 209 of 2012 about uniform. Inhibiting factors: capital constraint; human resources; land; and marketing. Preservation actors can maintain their existence because they apply the function of adaptation, goal attainment, integration, dan latent pattern maintenance. Reviewed

from cultural resilience, the efforts to preserve batik Betawi able to fulfill the aspects of preservation which are dynamic and creative; embodiment of the identity and the existence of culture owners; and educational, social, and economic, which can support cultural resilience.