

Analysis of the Batik Industry Development Strategy as an Implementation of the One Village, One Product Initiative in Depok City

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ABSTRACT

This study aims to analyze the development strategy of the Depok batik industry based on empirical findings from the 2025 research implementation. The study was conducted in accordance with the stages outlined in the research proposal, including data collection, data processing, and preliminary analysis, using a qualitative approach. Data were obtained through in-depth interviews and Focus Group Discussions (FGDs) with Depok batik MSME actors affiliated with the Depok Batik Lovers and Artisans Association (IPPBD), as well as involving relevant stakeholders and consumers. Qualitative data in the form of interview transcripts and discussion records were analyzed using NVivo software. The results indicate that the Business Model Canvas theme emerged as the most dominant issue, accounting for approximately 34%, followed by SWOT analysis ($\pm 29\%$), User Experience ($\pm 22\%$), and Supply Chain Management ($\pm 18\%$). These findings suggest that the Depok batik industry possesses strong cultural value and local identity, yet continues to face limitations in business model management, supply chain integration, and user experience enhancement. The findings of this study are expected to serve as an empirical basis for formulating sustainable and competitive development strategies for the Depok batik industry.

1. INTRODUCTION

The batik industry is one of the creative economy subsectors that plays a strategic role in cultural preservation as well as in strengthening local economic development. Batik is not merely perceived as a textile product with high artistic value, but also as a symbol of local identity that reflects the social, historical, and cultural wisdom of a region. In the context of regional development, the promotion of a batik industry based on local wisdom serves as an important instrument for fostering the growth of micro, small, and medium enterprises (MSMEs), creating employment opportunities, and enhancing the competitiveness of the creative economy.

Depok City possesses distinctive local batik potential through various motifs that represent regional identity, such as Gong Si Bolong, Belimbing Dewa, Ikan Hias, Tugu Batu, and Gedung Tua. These motifs reflect historical narratives, geographical icons, and the social dynamics of the Depok community. However, the potential of Depok batik as a regional flagship product has not yet been fully optimized. The local batik industry continues to face several challenges, including limitations in business model management, weak supply chain integration, and underdeveloped user experience and digital-based marketing strategies.

Within the framework of regional flagship product development, the One Village One Product (OVOP) approach is highly relevant to be applied to the Depok batik industry. The OVOP concept emphasizes the strengthening of products based on local uniqueness, value-added creation, and community empowerment through sustainable business management. Nevertheless, the implementation of OVOP in the batik industry requires not only the reinforcement of cultural aspects but also adaptive business strategies that respond to market dynamics and technological advancements.

Previous studies indicate that the success of batik industry development is strongly influenced by design innovation, marketing strategies, supply chain management, and the adoption of technology and digitalization. However, studies that comprehensively integrate Business Model Canvas, SWOT analysis, Supply Chain Management, and User Experience in the context of OVOP-based regional batik development remain limited, particularly in the case of Depok batik.

Based on this background, this study aims to analyze the development strategies of the Depok batik industry as an implementation of the One Village One Product (OVOP) concept using a qualitative approach. Data were collected through in-depth interviews and Focus Group Discussions (FGDs) involving batik MSME actors and relevant stakeholders, and subsequently analyzed using NVivo software. The findings of this study are expected to contribute theoretically to the enrichment of creative economy literature based on local wisdom, as well as practically by providing a strategic foundation for the sustainable and competitive development of the Depok batik industry.

Research Model

This qualitative study proposes a conceptual model to explain how the development of Depok batik as a local flagship product can be strengthened through the One Village One Product (OVOP) approach.

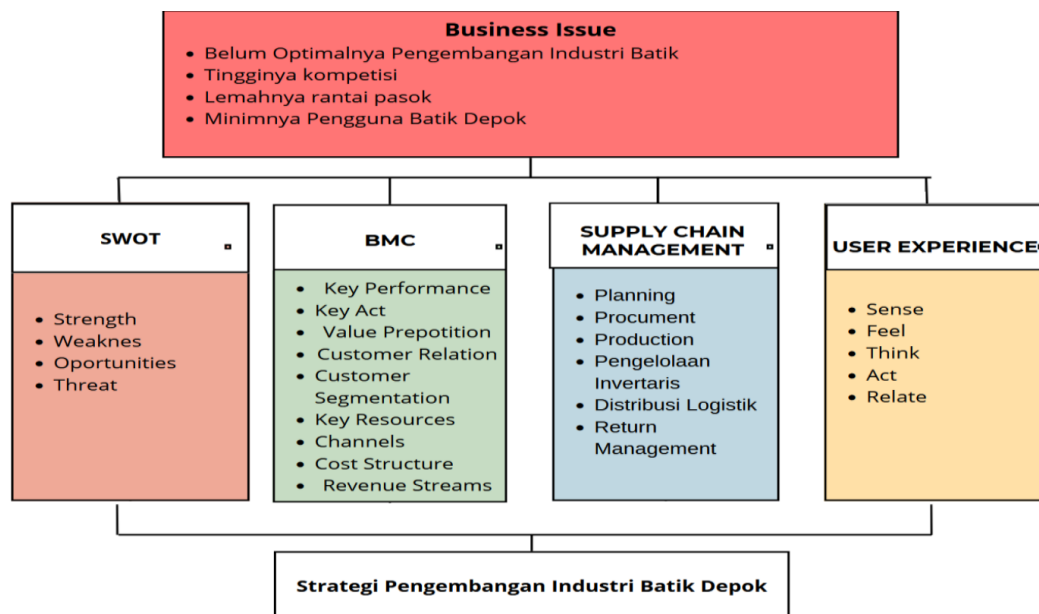


Figure 1. Conceptual Model

2. THE PROPOSED METHOD

This study adopted a qualitative approach using a single case study design to analyze the development strategy of the Depok batik industry. The qualitative approach was chosen to obtain an in-depth understanding of local cultural potential, business practices, and strategic challenges faced by batik micro, small, and medium enterprises (MSMEs).

Data collection was conducted through in-depth interviews and Focus Group Discussions (FGDs) involving key batik MSME actors in Depok who are members of the Depok Batik Lovers and Artisans Association (IPPBD), as well as relevant stakeholders and consumers. The data consisted of interview transcripts and discussion records. Data triangulation was applied to enhance the credibility and validity of the findings.

Data analysis was performed using NVivo software through a systematic process of coding, categorization, and thematic analysis. The analytical framework was guided by the Business Model Canvas, SWOT analysis, Supply Chain Management, and User Experience perspectives within the One Village One Product (OVOP) framework. The results of the analysis were synthesized to

formulate strategic recommendations for the sustainable and competitive development of the Depok batik industry.

3. METHOD

This research employed a qualitative approach with a single case study design focusing on the batik industry in Depok City. The study aimed to explore strategic issues and development opportunities based on local cultural potential and the perspectives of batik MSME actors and related stakeholders. Primary data were collected through in-depth interviews and Focus Group Discussions (FGDs) with batik MSME actors who are members of the Depok Batik Lovers and Artisans Association (IPPD), along with relevant stakeholders and consumers. Secondary data were obtained from government reports, institutional documents, and related literature. To ensure data credibility, source and method triangulation were applied.

The collected qualitative data were analyzed using NVivo software. The analysis process included data transcription, coding, theme development, and interpretation. The analytical framework was based on the Business Model Canvas, SWOT analysis, Supply Chain Management, and User Experience within the One Village One Product (OVOP) framework. The results of the analysis were used to formulate strategic recommendations for the sustainable and competitive development of the Depok batik industry.

4. RESULTS AND DISCUSSION

This study employs NVivo Word Frequency (Word Cloud) analysis to summarize dominant discourses related to the OVOP-based development of Batik Depok. To ensure clarity and conciseness in journal reporting, one word cloud is presented for each analytical dimension, while deeper coding informed the interpretation.



Figure 2. Business Model Canvas (BMC)

The NVivo word cloud indicates that Batik Depok's business model is strongly shaped by institutional support from Dekranasda, particularly through training, technology, and production facilities. The dominance of *consumers* and *direct* suggests that value creation relies mainly on direct selling to local communities, reflecting a community-oriented and operationally focused model. While this strengthens local engagement, limited channel diversification and digital integration indicate the need for further business model innovation to improve long-term competitiveness.



Figure 3. Supply Chain Managemen (SCM)

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