

THE VALUE OF TRADITION IN JOMBANGAN BATIK MAKING AS A BASIS FOR ETHICAL ANALYSIS IN HOSPITALITY

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Abstract

Batik is a cultural product that has extensive educational, spiritual, ethical, and artistic teachings. The preservation process involves a sustainable mindset and human activity. The result of the habits that continue to be practiced by batik artisans is a form of ethics. Jombangan batik as a wastra originating from East Java has been passed down from generation to generation. The power of uplifting the value of tradition and maintaining the strength of culture rooted from its predecessors has valuable educational values. The existence of Batik Jombangan made by craftsmen can be an object to analyze the stages of its making. The relationship between crafters, works, and humans has a similarity of triangulation in the field of hospitality, namely workers, ethics or attitudes, and humans who are served. The similarity of the relationship is the basis for this research. Qualitative research method is used to analysis of Batik Jombangan making can be the basis of ethics in hospitality. Interview and observation techniques are the stages of extracting primary data, which is supported through secondary data sources derived from literature review. The research approach uses Spradley's ethnographic theory that not only studies a cultural object, but also learns from it as well. Based on the results of data mining, it was found that the process of making Batik Jombangan has stages that must be followed structurally and is referred to as the ethics of art creation. The value of traditional textile making ethics can be used as a foundation in applying ethics in the field of hospitality. Some ethics that can be applied include; 1) Following the procedures that have been set, so that the results or achievements can be obtained maximally, 2) Living the activities undertaken by enjoying every process in it, 3) Paying attention to every detail.

Keywords: Batik Jombangan, Cultural, Ethics, Hospitality, Human.

A. INTRODUCTION

Cultural diversity in Indonesia has strong values related to the development of human civilization. The strength of these values is able to become a foundation in living the order or norms of daily life (Budi et al., 2024). The closeness of people in various regions with their culture is an inseparable unity. This relationship is also found in the existence of batik which is still being preserved. Batik as a work of art has an aesthetic value that can increase the sense of amazement for humans who see it (Nurcahyanti & Kholis, 2023). The beauty depicts stories, messages, advice, and the history of civilization when the motif was created (Steelyana, 2012). Traditional textiles

have a strong relationship between humans (crafters) with cultural products (batik) and other humans (someone who wears it). This connection produces values that cannot be abandoned as useful teachings.

Every region in Indonesia has a wide variety of motifs. This diversity is an illustration of the condition of the people, geographical and sociological conditions, and the richness of each locality (Mulyanto et al., 2022). Craftsmen describe various things that are felt, seen, remembered, and done in motif symbols. This diversity also shows the strength of each region to show its existence in terms of art and culture (Sharfan et al., 2018).

Jombang Regency is one of the creative industry centers that produces a variety of aesthetic products known as Jombang Batik (Kholis, 2014). Its existence has existed since ancient times and is still being preserved by the community as the owner of the culture. The process of making batik that goes through detailed, structured, and detailed stages has standards that must be followed. The process has values that are referred to as ethics in work. These ethics can be linked to other fields, so that they have a broader value of benefits (Paramita, 2020).

The ethics or procedural in the making stage of Batik Jombang can be used as a foundation or inspiration for fields that require ethical concepts of behavior and thinking. Batik as a cultural product that has a selling value is also close to the tourism sector (Handayani et al., 2018). The relationship between humans and the work that will be handed over to others can be based on the ethics in the process of making traditional textiles, namely Batik Jombang. An understanding of ethical values based on humanity and culture can be applied to jobs or fields that require hospitality ethics or known as "hospitality".

Hospitality is an important attitude and ethics that must be carried out by humans, especially for someone who works to face other humans (Buharova & Vereshchagina, 2021). This attitude becomes the basis for giving a good impression, thus affecting other outputs such as increasing revenue in the agency, strengthening the sense of kinship, strengthening the sense of trust, and so on (Quadri-Felitti & Fiore, 2013).

Changes in the times affect the mindset of people regarding the view of ethics and hospitality in daily activities and in work (Adhiarso et al., 2019). These changes are massive and can be influenced by various things. The openness of technology that tends to make people individualistic has an impact on ignoring the norms and hospitality of fellow humans (Romero Martínez et al., 2020). Technology that cannot be filtered for every person who uses it can also have a bad influence. One of the efforts to maintain human harmony in behavior is to provide education based on traditional arts (Roque & Ramos, 2019).

Batik Jombang as a cultural product that is included in traditional arts can be the foundation. The introduction of human norms that exist in this traditional textile through various approaches. The utilization of technology to help introduce the value of hospitality in Batik Jombang needs to be done. Thus, collaboration between modernization and traditional can be done. Various parties such as the general public, government agencies, and the government must cooperate in this phenomenon.

The purpose of this research is to express the ethical values applied in the process of making Batik Jombang. The value is analyzed and studied to get lessons or knowledge related to ethics and hospitality with industrial fields or human attitudes (Naldi et al., 2022). The use of cultural products such as Batik Jombang that has existed since long ago needs to be studied in depth, so that its existence is not only valuable for the economic sector but also in other sectors. It is hoped

that this research will be able to become material for various sectors, especially the industrial sector that needs new innovations related to the concept of “hospitality” based on traditional arts.

B. RESEARCH METHOD

The design of research methods is an important part that serves as a foundation in carrying out research (Nur Kholis et al., 2023). The method used is qualitative with descriptive data presentation, so that the findings can be presented in depth, detail, and detail. The data collection process was carried out using observation, interview, and literature review techniques (Lambert & Lambert, 2013). The observation was conducted at the production site of Batik Jombangan, namely Charisma Batik Sejahtera Gallery located in Jombang Regency, East Java, Indonesia (Zevalkink, 2021). The selection of the research object was based on the preservation of traditional techniques in the form of written batik and the use of natural materials for textile dyes (Spradley, 1980). Observation activities are carried out in detail and directly in the field to find phenomena related to the application of the principles or ethics of making Batik Jombangan.

The next data collection technique is an interview conducted directly to the resource person (Setch, 2014). The selection of the interviewees was done by adjusting the criteria regarding the understanding of Batik Jombangan and its making process. Both techniques are an effort to extract data as the main source and added with supporting sources, namely literature review. Several sources from books, articles, validated websites, catalogs, and other literature sources are used as materials for additional data (Young, 2017).

The process of extracting data is supported by the application of an ethnographic approach. The approach is used to build a relationship between the researcher and someone who knows about the object of research (Batik Jombangan) (Kholis, 2024). This approach was also chosen based on the concept of studying a culture and learning from that culture which is in accordance with the existence of Batik Jombangan as part of the culture. The ethnographic approach chosen comes from the theory proposed by Spradley (Spradley, 1988). The stages used are; 1) Studying generally related to cultural products, 2) Conducting data validity by crossing findings based on sources, 3) Understanding cultural products through generalization, 4) Specifying cultural products based on the specified parts, 5) Deepening the domain of cultural specifications, 6) The final results or findings obtained and their impact (Spradley, 1988). Based on these stages, it is used to find the ethics used in the process of making Batik Jombangan. The results of the findings are analyzed to find links or values that can be used in hospitality in various appropriate fields.

C. FINDINGS AND DISCUSSION

Jombang Regency is a cultural region in the province of East Java. This old area is part of the territory of various civilizations ranging from Medang (Ancient Mataram), Airlangga, and Majapahit. Each civilization leaves a story that is packaged in culture. The Majapahit Kingdom is one of the civilizations that left the most physical and non-physical remnants of civilization. Some of the relics include the Arimbi Temple which is a place of worship. Several points of the building area included in the government center are also found here.

The existence of traditional textiles known as batik also developed in Jombang Regency. The history of its emergence is a story that has been passed down from the Majapahit Kingdom era. Shifts in the progress and development of batik in this area are identified as having existed since long ago, but began to be clearly identified during the Dutch colonial period. The local community

of Jombang, which is close to the regional leader who comes from the descendants of the Yogyakarta Palace, makes the population close to the use of batik.

The tradition of making traditional textiles is known as Batik Jombangan, which means batik handicrafts made by local artisans with the inspiration for creating motifs originating from this area. There are several centers of the batik industry in Jombang, namely in Mojoagung District and Diwek District. Several other areas also have artisans who are still actively making batik today. Its existence is still maintained because there is a special interest for buyers and collectors to buy this cultural product.

The superiority of Jombangan Batik visuals lies not only in the visualization of its motifs, but also in the values implied in it. The cultural product that has been passed down from generation to generation goes through various changes to the style and meaning contained in it. Batik Jombangan craftsmen continue to maintain the moral and educational values contained in a wide variety of motifs. One crafter with another has different characteristics in creating motifs. The making process also has various styles or stages. The diversity of patterns and styles of making is based on the different experiences lived by the crafters. Experimentation is also a stage that influences the creation of various decorative patterns and manufacturing processes.

One of the Batik Jombangan production places that is still actively producing is Charisma Batik Sejahtera Gallery. This place is located in Mojoagung District, Jombang Regency. This gallery has been around since 2016 and is the second generation capable of making batik owned by Mr. Nurcholis Ekoleksono. His predecessor who was included in the lineage, namely his great-grandmother, had the ability to make batik as well, but had broken up and Mr. Nurcholis and his younger brother were born who had the same interest in batik. The process of making Jombangan Batik in this place still maintains two traditional breeds, namely written batik and making with dyes from natural materials.

The process of making Batik Jombangan goes through long stages and is divided into three main points, namely; 1) Pattern making, 2) Making coloring materials, 3) Batik production process. Batik Jombangan motif making is a difficult stage. Craftsmen must be able to transform various sources of inspiration into visual forms. Through stylization, it becomes a distinctive ornament and has regional value. The motifs in Batik Jombangan are characterized by depictions that are not so rough and not so smooth. All variations of motifs refer to the locality of the region derived from natural resources, culture, art, and various others. Some of the motifs that have been produced at Charisma Batik Sejahtera Gallery include *Jula-juli*, *Kicak Kebo*, *Jombang Kharismatik*, *Arimbi Ratu*, and so on. Each motif illustrates the beauty of the potential that exists in this area.



Figure 1. Variations of Jombang Batik Motifs made at Charisma Batik Sejahtera Gallery:
a) Kicak Kebo motifs, b) Jula-juli motifs, c) Jombang Kharismatik Motifs, d) Arimbi Ratu Motifs

Source: Documentation of Achmad Nur Kholis, 2022

The second process as part of the preparation of Batik Jombang is preparing the dye. The materials used as dyes are made from natural materials that can produce various colors. Dyes are generally sourced from plants that can be found around the house. Charisma Batik Sejahtera Gallery makes some dyes such as red color from the skin of mengkudu root, *tom-toman* plant for bitu color, tingi plant for yellow color, and so on. To produce different color variations, several types of materials can be mixed.



Figure 2. Example of Natural Coloring Materials from
Noni Root Bark That is Ground And Extracted.

Source: Documentation of Achmad Nur Kholis, 2022

The process of making natural dyes takes a long time. Some materials must be treated specially, so that they can produce maximum color substances. The characteristics of natural colors that tend to be soft or pastel when applied to the fabric become its own characteristics and uniqueness. Some natural materials can be used by boiling, then the fabric can be put into the stew. There are other materials that require a grinding and settling process to get the color essence. After

the dye is made, it is necessary to determine the material used to lock the color into the fabric. Each dye has a different locking agent such as alum. Its unique characteristics are a challenge for Batik Jombangan artisans in creating a variety of color combinations on the fabric.

The step of making Batik Jombangan can begin when the previous two processes have been done. The motifs drawn on paper are copied onto the surface of the cloth. Craftsmen must copy it neatly, so that the process of hot waxing or gluing with canting can be drawn well. The entire sketch is overwritten with hot malam liquid until it is covered, so that the pattern is not exposed to the dye. Next is the coloring stage, this process requires strategy and a strong understanding of the science of coloring. Good results are achieved by doing various trials. The more colors you want to bring out, the more difficult the coloring process will be.



Figure 3. The Process of Sticking The Hot Night Using Canting to Protect The Fabric From Being Exposed to Coloring Materials.

Source: Documentation of Achmad Nur Kholis, 2022

The results of Batik Jombangan have a beautiful appeal in terms of cultural products with traditional values, in terms of fine arts as works of art made wholeheartedly, and as products that have selling value. Its existence does not only function as a fabric product that is used as clothing. There is a teaching value in it. Works of art in the form of depicting motifs with stories and history in them are an inherent part of people's lives.

There are three relationships that exist in the process of preserving this cultural product, namely humans (crafters), works of art (batik), and society (collectors/buyers). Artisans as cultural stakeholders maintain its preservation with values that must be followed, from the manufacturing process to the standards that must be met. The value of batik as an inherent part of the person who wears it becomes a breed that continues to be maintained. There is a close relationship between artisans, batik and society. The three relationships continue to revolve as they influence each other. Thus, Jombangan Batik cannot be viewed in one perspective or study, but needs to be returned to the purpose of creating this cultural product.

Batik Jombangan is a work of art that has aesthetic and educational values in it. These points can be taught to fellow humans, including the ethical values applied in the making process. The value can be associated with the teaching of human hospitality in work or in living everyday life, the following is the value of hospitality implied in the process of making Batik Jombangan:

1. The Value of Innovation and Decision Making

Technological developments have an impact on the existence of Batik Jombangan. Craftsmen must be able to adjust to the rapid changes resulting from technological developments. This condition also affects people's interest in batik as a traditional product. There is an emergence of a mindset that wants to be advanced or modern, so some people start to leave their local culture.

Batik Jombangan crafters always follow the direction and changes in the world of sales. People who are so quickly able to access various information and buy products from various regions are one of the phenomena that craftsmen must be prepared for. Innovation in maintaining and preserving the heritage is always upheld. Various kinds of efforts are made to customize Batik Jombangan so that it can be accepted by the community. Ideas include following technology-based sales, knowing the direction and interests of buyers, finding suitable market groups, and other innovation-based efforts.

Innovation adjustments made by Batik Jombangan crafters must still understand the true meaning of batik. Violation of norms or distortion of the meaning of batik must be avoided to maintain the traditional values contained therein. This phenomenon is one of the good values and can be an educational value for humans, especially about hospitality in trying to live or work.

In living everyday life when working, being in the community, household, or relationships with fellow humans must still have a mindset or attitude of hospitality to continue to innovate. Especially in the education industry, health, community services, tourism industry, and various others. Innovation must continue to be carried out to adjust to the conditions of the people in the field. Massive changes and conditions that are so easy and fast changing are the main reasons why this strategy is carried out.

Attitudes that continue to update themselves, abilities, skills, and various others related to individuals are also part of innovation. There is a connection with the attitude of decision-making that must be done in upholding hospitality. In the phenomenon of Batik Jombangan making process, the crafters as owners and business actors must make innovations based on the best decisions. Maintaining Batik Jombangan as a cultural product and continuing to run a business to fulfill daily needs. Both attitudes are important values in hospitality that must be maintained by each individual.

2. The Value of Patience and Order

The keyword of batik making is "patience" which must be upheld. The stages begin with making motifs on paper. Making natural coloring materials that require a long process before they can be used. The last step is batik making which consists of dicanting, coloring, locking the color, and removing the remaining night on the surface of the cloth.

Batik Jombangan artisans must use extraordinary patience to make a piece of cloth. One piece of cloth generally takes one to four weeks to be finished and ready for sale. This time is the standard for making ordinary batik with a rough cutting style and simple coloring. Batik that has a high level of detail and many motifs and *isen-isen* (ornamental filler in the form of dots or lines) takes a minimum of one month. The process is comparable to the color application process which must be done one by one and step by step.

The process of making batik can also be categorized as practicing patience. One process cannot be skipped, because later it can affect the final result. Hot liquid night that must be

maintained at a temperature and viscosity level so that it can adhere well to the surface of the fabric. Weather conditions that affect the results of coloring, if it is too hot, the color tends to fade. As well as various kinds of processes that require a lot of patience.



Figure 4. To Produce a Beautiful Color, It Requires a Periodic and Regular Process of Applying Coloring Materials According to The Stages.

Source: Documentation of Achmad Nur Kholis, 2022

The value of the batik-making process, which requires patience by artisans, can be an inspiration in the hospitality that prevails in society. Various fields of work require emotional control related to patience. Various fields that involve human interaction with humans, even humans with animals and plants require this attitude. The fields of health care, industry, education, and so on. Humans who work facing other humans such as restaurant waiters, customer service, sales, or even a leader / boss must also have good patience control. By controlling patience, it is able to maintain conditions and atmosphere to be more comfortable and stable.

People's daily activities in interacting with other humans also require patience. This attitude in hospitality is an important part of being respectful of fellow humans. Patience also applies to self-respect. An example of the application of the value of patience in the process of making Batik Jombang is by following the norms and rules that apply in society or in the workplace.

The attitude or hospitality of "being patient" is also related to order. Taking a patient attitude is also proportional to the regularity of the results or processes applied. This is applied in the process of making Batik Jombang which is structured, directed, full of taboos, and trials. This condition becomes an important educational value for humans to follow the rules that have been set, thus creating order.

3. The Value of Professional and Good Communication Skills

Making Jombang Batik is a skill that needs to be honed and continuously trained. In the process of making batik, which is gradual, complicated, and requires tenacity, it must be followed properly and carefully. Crafters must know the various conditions that can affect the products they make. The level of viscosity of the hot liquid applied using canting must be

maintained. The drying process should not be exposed to direct sunlight, and if it is too shady, it makes the color on the fabric less visible. The difference in water conditions at the Batik Jombangan production site creates differences in batik results with the same manufacturing process in other places. Various challenges and obstacles experienced by crafters must be trained and learned. Batik Jombangan artisans are also artists and researchers who must understand the characteristics of the materials used, the manufacturing process, and the strategy to market it.

Based on this analysis, it shows that batik artisans must have a good professional attitude. Crafters must be able to place themselves in various conditions and situations, so as to be able to produce good traditional textiles but not lose their original characteristics. The professional attitude applied by crafters can be used as a good attitude in various industries that show hospitality. A professional attitude can help in disciplining oneself and the environment. Such characteristics are needed in various fields, both to oneself and to others. Relationships between people in the workplace, household, and personal life will be more focused and in accordance with the targets set beforehand.

Related to professionalism is the good communication skills that everyone has. Batik Jombangan artisans serve as craftsmen, business people, and leaders to control the quality of the products produced. Some production sites divide several tasks to make good batik. There are some people who have special tasks, such as *menyanting* (attaching hot malam liquid to the cloth using canting), coloring, *nemboki* (the process of covering some parts of the cloth with malam), and so on. A leader of the batik industry must have batik communication. Connecting from one crafter to another in order to create an atmosphere of good cohesiveness in producing quality products.



Figure 5. Each Jombangan Batik Craftsman works in accordance with the directions of his leader and continues to build communication between craftsmen so that the results are in accordance with the design.

Source: Documentation of Achmad Nur Kholis, 2022

The communication maintained by the crafters is also applied to buyers or collectors. Buyers do not only buy Batik Jombangan as patterned textiles, but also works of art. There is an element of story that must be shared to show its true value. In the world of industry, education,

health, and other fields of work also require workers to have good communication. These skills are included in hospitality, which can show one's excellence and represent the place where one works. This skill is also a must-have for every individual whether in family, friendship, or the general public.

The existence of Batik Jombangan that still exists and continues to maintain its existence does not only function as a defense of local culture. There are deeper values contained in it and are needed in times of technological advances that have begun to erode cultural products and traditional arts. Its existence can be studied more deeply from other sides so that it has more useful value, and is in accordance with its era. The ethical values in the process of making Batik Jombangan is an example. There are values related to hospitality that can be used by the community in daily life or in the industrial sector. Everyone who interacts must have the attitude that exists in the process of making Batik Jombangan, namely; 1) Innovation, 2) Decision-making, 3) Patience, 4) Structured, 5) Professional, 6) And good communication. Thus, there is an important role of cultural products that can still be used as human teaching in this modern era.

D. CONCLUSION

Batik Jombangan is a cultural product that continues to be passed down from generation to generation. Its existence, which is still maintained by its traditional values, has values that cannot be seen visually and requires special in-depth study. The visual aesthetics of Batik Jombangan have different advantages from traditional textiles from other regions. The traditional process of making it, namely the writing technique and using natural colors, is its advantage. The long and structured process of making Batik Jombangan has ethical values that are enforced in order to maintain the breed as a cultural product. Based on the analysis of the manufacturing process, there are values that can be applied by the community either in daily life or work ethics called "kerahamahtamahan". The process of making Batik Jombangan contains the value of designing innovations that continue to be applied so that the product is able to continue to develop. The realization of innovation requires a foundation in decision-making to design the right strategy. The process of making batik that requires patience and regularity provides a teacher to follow the norms that apply in society or in the existing environment. The third point of the value of hospitality derived from the ethics of making Jombangan Batik is the professionalism that continues to be upheld. Craftsmen maintain that the suitability of the work or field being done is appropriate and correct. This is supported by good communication skills between individuals or groups.

This research is a disclosure of the value of hospitality studied from the process of making Batik Jombangan. The researcher recommends that it can be understood by the general public, especially for those who need information about the superiority of values related to cultural products such as Batik Jombangan from East Java Province. The existence of cultural products must continue to be preserved in the midst of technological developments and advances as an effort to maintain the self-identity of the community as the owner of the culture. Suggestions for future researchers who want to conduct research with the same design or topic are to pay more attention to the symptoms or phenomena that occur in the field in detail. Future research can use different objects or places to find a variety of diverse data, so that the results about art ethics related to batik are also more unique.

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