

Empowerment of Merapi Sleman Batik in Supporting SDGs 8

Nimas Hapsari¹, Nada Sepna², Nanda Selvi³, Alinda Maliki⁴, Amalia Arifah⁵

Universitas Negeri Manado, Indonesia^{1,3,4,5}

Universitas Terbuka, Indonesia²

ABSTRACT

This research aims to analyze the implementation of the Merapi Batik empowerment program by the local government in Pakem District, Sleman Regency, in support of Sustainable Development Goal (SDG) 8, namely decent work and inclusive economic growth. Using qualitative descriptive methods, this research evaluates the program implementation process through the lens of George C. Edward III's theory which includes communication, resources, disposition and bureaucratic structure variables. Data was collected through in-depth interviews, field observations and documentation studies. The research results show that empowerment programs through training, mentoring and assistance with Business Identity Numbers (NIB) play an important role in increasing the independence of craftsmen. However, there are significant obstacles in the form of limited capital, inadequate human resource competence, and minimal application of digital technology in marketing. It was concluded that strengthening cross-sector synergies and accelerating the digitalization of MSMEs are key strategies to ensure the sustainability of the local economy according to SDG 8 targets.

Kata kunci: Merapi Batik, MSME Empowerment, SDGs 8, Public Policy, Sleman

Corresponding Author:

Nimas Hapsari

(nimashapsari22@unima.ac.id)

Received: March 21, 2025

Revised: April 30, 2026

Accepted: May 25, 2026

Published: June 15, 2026



This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

1. INTRODUCTION

Sustainable development, better known as the Sustainable Development Goals (SDGs), has been recognized by Indonesia as a global framework for realizing comprehensive development that balances economic, social, and environmental aspects. In this context, SDG Goal 8, which focuses on decent work and inclusive economic growth, has been set as a national priority as a poverty eradication strategy through the empowerment of the micro, small, and medium enterprises (MSMEs) sector.

Merapi batik, produced by the people of Pakem District, Sleman Regency, is one of its flagship products and is part of the One Village One Product (OVOP) program, with the potential to contribute to the achievement of SDG 8. The batik industry in this region has two main functions: as an effort to preserve the nation's cultural heritage and as a creative economy product that requires the development of sustainable marketing strategies, product innovation, and the application of digital technology to maintain competitiveness.

The contribution of the micro, small, and medium enterprises (MSMEs) sector to the national economy is very significant, contributing more than 60% of Gross Domestic Product (GDP) and absorbing almost 97% of the total labor force in Indonesia (Febrian, et.al., 2025). This strategic role emphasizes that digital transformation and cross-sector collaboration are crucial factors for the progress of MSMEs in improving their operational performance to compete in the global market. However, batik artisans in Pakem District are currently facing various challenges in the era of globalization, including limited business capital, inadequate

skills, and minimal application of digital technology in their marketing activities (Muttaqim, 2025).

Previous studies have shown that the digitalization process in the MSME sector offers benefits such as wider market reach, better operational efficiency, and stronger competitiveness in the market (Feriyanto, 2021). The MSME empowerment initiative through the Permata Batik program, located in Bimomartani Village, Sleman Regency, has succeeded in creating jobs for the local community and expanding its marketing network. This success shows that batik can be the backbone of the local economy in line with the spirit of SDG 8 in creating decent jobs (Zulianti et.al, 2022).

To support Merapi batik artisans, the local government, through related agencies, has launched an empowerment program that includes training activities, mentoring, and assistance in obtaining a Business Identity Number (NIB) (Ismail, 2022). The success rate of this program is influenced by several factors that are in line with the policy implementation theory put forward by George C. Edward III, including communication among stakeholders, characteristics of organizational structures, availability of supporting resources, and attitudes of implementers in the field (Nugroho, 2021).

Until now, various studies on MSME empowerment have been carried out in other areas such as Bojonegoro, Kudus, and Sragen. However, studies that specifically examine the implementation of the Merapi Batik empowerment program in Pakem District in relation to SDG 8 are still very limited. This situation shows that there is a gap in the literature that needs to be filled; Therefore, this study analyzes how the Merapi Batik empowerment program implemented by local governments supports the achievement of SDG 8.

2. METHODS

This study uses a qualitative descriptive method. This approach was chosen to thoroughly review and analyze the implementation of the Merapi Batik empowerment program initiated by the local government to support the achievement of the 8th Sustainable Development Goal (SDG) in Pakem District. Through qualitative methods, researchers can delve deeply into various realities, phenomena, and social contexts related to the empowerment program. The research location was held in Pakem District, Sleman Regency, Special Region of Yogyakarta. The selection of this location takes into account the following key factors:

1. This area is the location of the Merapi Batik Development Center, which is closely related to economic strengthening at the local level.
2. The Merapi Batik mentoring program initiated by the local government is currently being promoted at this location.
3. There is potential for the development of batik through the OVOP (One Village One Product) program, which often supports the achievement of the 8th Sustainable Development Goal (SDG).

Primary data was obtained directly from the research subjects through:

1. Sleman Regency Industry and Trade Office Officer
2. Program implementer from the Sleman Regency Cooperatives and MSMEs Office
3. MSME actors, namely artisans and batik business owners in Pakem

Meanwhile, secondary data was obtained from policy documents related to the Merapi Batik empowerment program, annual program reports from relevant local government agencies, and literature reviews from relevant previous research.

Data analysis was carried out through an in-depth interview process through unstructured sessions using open-ended questions to collect comprehensive information from representatives of local governments as well as micro, small, and medium enterprises that produce Merapi Batik; Observation to directly observe the empowerment process and batik production activities in the research area; and Documentation Studies include the

collection of policy documents, program reports, photo documentation of activities, and other relevant supporting data.

3. RESULTS AND DISCUSSION

The 8th Sustainable Development Goal (SDG) focuses on achieving sustainable economic growth, inclusive and productive employment, and decent work for all levels of society. The top priorities of the 8th SDG in the field of empowerment of Small and Medium Enterprises (SMEs) include the following aspects:

1. Provide adequate employment opportunities
2. Comprehensive economic development
3. Digital transformation of SMEs as a strategy to expand market reach
4. Optimize operational efficiency
5. Strengthening the competitiveness of local products

Empowerment of Merapi Batik MSMEs: A Review of Implementation and Cross-Sector Collaboration The implementation of the Merapi Batik empowerment program in Pakem District is a strategic step of the Sleman Regency Government in integrating local potential into the framework of inclusive economic development. Based on George C. Edward III's variable analysis, the success of this program is highly dependent on the effectiveness of communication between stakeholders to align policy perceptions. The empowerment carried out includes technical training and ongoing mentorship designed to increase the independence of artisans.

A cross-sectoral collaborative approach is a key factor, where the synergy between regional economic policies, vocational education institutions, and financial support (such as DBH CHT) creates a supportive ecosystem for MSMEs. This is in line with SDG 8's achievement in providing adequate employment opportunities at the local level. However, the study identified that resource variables, especially human resource competence and business capital, are still the main obstacles that hinder the full effectiveness of the program. Strengthening the aspect of the disposition of implementers or the commitment of officials in the field is needed to ensure that the mentoring program is not only ceremonial, but also has a long-term impact on the productivity of craftsmen.

Digitalization and Legality as an Accelerator of Inclusive Economic Growth Digital transformation in the Merapi Batik industry is not just the adoption of technology, but a fundamental strategy to expand market reach and strengthen the competitiveness of local products in the global era. A key component in this process is the facilitation of the issuance of Business Identity Numbers (NIB), which serves as an entry point for MSMEs to access formal financial services and government assistance. This legality provides a foundation for artisans to transform from the informal sector to a more competitive business entity.

The use of e-commerce and social media platforms has been identified as a solution to conventional marketing barriers that have been limited to local areas. This digitalization supports operational efficiencies and enables direct interaction with global consumers, which directly contributes to the comprehensive economic growth targets in SDG 8. However, the findings show that there is a digital divide; batik craftsmen in Pakem still need intensive training to optimize the technology because the current application is still relatively minimal. Future strategies must focus on integrating digital technology into the batik production value chain to ensure the sustainability of Merapi's creative economy.

To provide a comparative overview of the effectiveness of the program, here is a summary table based on the results of observation and analysis of implementation variables:

Table 1. Analysis of Implementation Variables and Impact on SDG 8

Implementation Variables	Conditions in the Field	Impact on SDG 8
Communication	The socialization of the OVOP program is already underway	Alignment of economic growth targets
Resources	Capital limitations and digital literacy	Barriers to operational efficiency
Bureaucratic Structure	Synergy across service and vocational	Inclusive job creation
Legality (NIB)	Active facilitation by local governments	Formal market access and capital

Source: Processed from primary data and the theoretical framework of George C. Edward III (Processed by researchers, 2026).

Overall, the analysis shows that the empowerment program has succeeded in laying the foundation of economic independence for Merapi Batik artisans. The sustainability of achieving SDG 8 in Pakem District will depend heavily on the government's consistency in accelerating digitalization and strengthening collaborative synergy to overcome existing resource limitations.

Capital constraints are one of the significant obstacles in the implementation of SDG 8 in Pakem District, especially for Merapi Batik artisans. Based on the available sources, here are the details of how these obstacles hinder the achievement of the inclusive economic development targets:

1. Limiting Operational Capacity and Innovation: Batik artisans in Pakem District are currently facing challenges in the form of limited business capital, which directly hinders their ability to improve operational performance and innovate to compete in the global market.
2. Hindering the Effectiveness of Policy Implementation: In the framework of George C. Edward III's theory, financial resources are a crucial variable for the successful implementation of policies. Limited funds cause the empowerment program launched by the local government to not run optimally to strengthen the independence of artisans.
3. Hindering the Achievement of SDG 8 Targets: One of the top priorities of SDG 8 is to strengthen the competitiveness of local products and optimize operational efficiency. Without adequate capital support, it is difficult for artisans to carry out digital transformation and market expansion, making it difficult to achieve comprehensive economic growth targets in full.
4. Dependence on External Assistance: Due to limited self-sufficient capital, artisans are highly dependent on government financial assistance, such as through DBH CHT or other partnership programs, to maintain the sustainability of their businesses.

Cross-sectoral synergy plays a crucial role in overcoming capital constraints by creating a supporting ecosystem that integrates various resources and policies. Based on the available sources, here is how this synergy overcomes capital limitations for Merapi Batik craftsmen:

1. Mobilization of Funds Through Integrated Policies: This synergy involves strengthening cooperation between regional economic policies and specific financial assistance instruments, such as the Tobacco Product Excise Revenue Sharing Fund (DBH CHT). The use of these funds across sectors allows for a more targeted allocation of capital to support MSME operations.
2. Collaboration of Government, Academics, and Business Actors: The collaborative approach includes the involvement of vocational education institutions and the

community in assisting artisans. With support from the education sector and more established business actors, the risk of business failure can be reduced, making it easier for financial institutions to provide access to capital.

3. Legality Facilitation as a Bridge to the Formal Market: Cross-agency cooperation between government agencies in accelerating the issuance of Business Identity Numbers (NIB) provides a legal basis for business units. This legality is very important because it is the main requirement for artisans to access formal financial services, banking credit schemes, and various government capital assistance.
4. Optimization of the OVOP (One Village One Product) Program: The integration of Merapi Batik into the OVOP program in Pakem District allows for marketing and production synergy supported by various related agencies. This creates operational efficiencies that indirectly reduce the burden of large independent capital requirements at the beginning of the business.

Sustainable Strategy Development: Strong synergy ensures that capital assistance is not only short-term, but underpinned by skills training and digital technology. With the increase in human resource and technology capacity, the competitiveness of products increases, which in turn attracts investment or partnership interest from the private sector. Overall, this synergy serves to connect artisans with formal funding sources while at the same time strengthening their business capacity so that the capital received can be used productively to support inclusive economic growth according to SDG 8 targets

4. CONCLUSION

Based on the analysis described above, it can be concluded that the Merapi Batik empowerment initiative launched by the local government in Pakem District plays an important role in strengthening the capacity and independence of batik artisans. This program is expected to encourage economic development at the local level through job creation, skill competency, and strengthening the competitiveness of batik products. However, the implementation of this program still faces various obstacles, including limited resources, human resources with inadequate competencies, and the application of digital technology that is not optimal in marketing. Therefore, a more comprehensive evaluation of the implementation of this program is needed to assess its effectiveness in supporting the achievement of sustainable development goals, especially SDG 8.

REFERENCES

- Amalia, A. (2025). Revitalisasi peran Pemerintah Daerah dalam Pemberdayaan UMKM: Kajian Literatur atas Praktik Baik dari Kabupaten Kudus. *Jurnal Ekspos*, 10(1), 45-58.
- Anwar, K., Dewi, S. P., & Sumiati. (2026). *Kebijakan Publik di Indonesia: Politik, Administrasi, dan Implementasi*. Jakarta: Widya Bakti Nusa.
- Ardiansyah, M., Hakim, L., Rinova, D., Erlina, B., Fajri, R. C., Purnomo, A., Dewi, D. M., Irsandi, Oktaviannur, M., Susanty, W., & Ainita, O. (2023). *Strategi Peningkatan Daya Saing UMKM Menuju SDGs di Era Global*. Bandung: Penerbit Adab.
- Bahan Ajar Metode Penelitian Sosial (ISIP4216). (2024). Modul 3, 4, 5, 6, dan 9. Tangerang Selatan: Universitas Terbuka.
- Febrian, F., & Agustina, G. (2025). *Strategi Pemasaran, Inovasi, dan Digitalisasi UMKM Batik: Teori, Riset, dan Praktik Lapangan*. Yogyakarta: Penerbit Feniks Muda Sejahtera.
- Feriyanto, N. (2021). Digitalisasi UMKM Untuk Meningkatkan Ekonomi dan Pencapaian SDGs. *Jurnal Ilmiah Universitas Batanghari Jambi*, 21(2), 712- 719.
- Ismail, H. (2022). Studi Implementasi Kebijakan Pemberdayaan UMKM Di Kabupaten Bojonegoro. *Jurnal Ilmu Sosial dan Ilmu Administrasi Negara*, 6(1), 145-156

- Khristiani, Y., Santosa, J., Utomo, A., Pahlawi, L. A. I., & E. M. (2024). Strategi Digitalisasi UMM: Pendampingan dan implementasi di kampung batik Pungsari, Sragen. *Journal of International Community Service*, 3(2), 99-105.
- Muttaqim, H. (2025). *Koperasi dan UMKM: Pilar penggerak Ekonomi Indonesia*. Banten: PT Sada Kurnia Pustaka.
- Nugroho, R. (2021). *Kebijakan Publik: Implementasi dan Pengendalian Kebijakan*. Yogyakarta: Elex Media Komputindo.
- Zulianti, & Wahyuningsih, T. (2022). Pemberdayaan UMKM 'Permata Batik' Di Kelurahan Bimomartani Kapanewon Ngemplak Kabupaten Sleman. *Jurnal Masyarakat dan Desa*, 4(1), 48-61.