



The role of the north labuhanbatu regency government in the development of the UMKM UD Batik Jelujur Labura

Dimas Ardika¹, Muhammad Syukri Albani Nasution², Aqwa Naser Daulay³

^{1,2,3}Management, Faculty of Islamic Economics and Business, UIN Sumatera Utara, Indonesia

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ABSTRACT

Local culture-based Micro, Small, and Medium Enterprises (MSMEs) play an important role in supporting regional economic development while preserving the cultural identity of the community. One of the culture-based MSMEs that is developing in North Labuhanbatu Regency is the Labura Jelujur Batik MSME. However, the development of this MSME still faces various obstacles, both in production, marketing, and institutional support. This study aims to analyze the role of the North Labuhanbatu Regency Government in the development of the Labura Jelujur Batik MSME and identify the challenges faced by business actors. The study used a descriptive qualitative approach with in-depth interviews and observations of MSME actors and related local government officials. The results show that the North Labuhanbatu Regency Government has carried out its role around 70% in the development of the Labura Jelujur Batik MSME. The government's role is more dominant as a facilitator and mediator, while the regulatory function is not optimal due to the absence of specific regulations related to the Labura Jelujur Batik MSME. Government support includes providing a complete set of batik tools, batik training in Kalimantan in 2024, marketing assistance through annual cultural exhibitions, and product innovation training with batik artisans from outside the region, such as Kisaran and Rantau Prapat.

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Corresponding Author:

Dimas Ardika,
Management,
Faculty of Islamic Economics and Business,
UIN Sumatera Utara,
Jl. IAIN No.1, Gaharu, Kec. Medan Tim., Kota Medan, Sumatera Utara, 20235, Indonesia
Email: dimasardika79@gmail.com

1. INTRODUCTION

Batik is part of Indonesia's cultural heritage, widely recognized internationally. Batik is not only a textile art form but also contains philosophical, social, and spiritual values that reflect the Indonesian people's outlook on life (Saputri et al., 2025). Batik serves as a symbol of national cultural identity, passed down from generation to generation and continually evolving with the dynamics of society. UNESCO's recognition of batik as an Intangible Cultural Heritage of Humanity in 2009 further strengthened batik's position as a source of pride for Indonesians internationally. Historically, batik has evolved as an art form with functions beyond mere clothing, serving as a medium for cultural expression, a symbol of social status, and a representation of Indonesian values (Rahmah et al., 2020).

One batik technique that has developed in various regions of Indonesia is basting. This technique involves first sewing the fabric, then tying it, and dipping it in dye, creating distinctive

motifs based on stitches and folds. This technique bears similarities to tie-dye, but in the context of Indonesian batik, it has developed as a form of local creativity, producing high-value works of art using simple methods. The emergence of the basting batik technique enriches the diversity of national batik art and demonstrates that each region has its own unique way of developing cultural identity through textile art (Siregar & Jaffisa, 2020).

The development of the basting batik technique is not only found in the main batik centers in Java but is also beginning to develop in various regions outside Java, including North Sumatra. One such development is Labura Batik, which originates from North Labuhanbatu Regency. This batik is an adaptation of the basting technique that has been developed to highlight local cultural elements, including motifs, philosophy, and regional identity. Labura Batik motifs are inspired by nature, history, and local culture, reflecting the distinctive character of North Labuhanbatu Regency. The existence of Labura Batik demonstrates that batik can be a medium for preserving regional culture while enriching the diversity of Indonesian batik nationally. Thus, Labura Batik not only has aesthetic value, but also functions as a representation of local culture that strengthens the identity of the local community (Jannah et al., 2025).

In addition to serving as a medium for preserving local culture, the development of batik MSMEs is also closely linked to strengthening the community's economy. Cultural preservation through batik production can create business opportunities based on local wisdom that can increase community income, create jobs, and encourage creative economic activity in the region. By utilizing local cultural motifs and identities as product selling points, batik MSMEs can increase the competitiveness of regional products in regional and national markets. This situation demonstrates that cultural preservation is not only oriented towards preserving traditional heritage, but also becomes a strategy for sustainable community economic development through the local culture-based MSME sector.

The development of Labura Jelujur Batik has grown within the framework of Micro, Small, and Medium Enterprises (MSMEs) as a form of community economic activity based on local culture. MSMEs play a crucial role in supporting the national and regional economy by absorbing labor and increasing community income. Data from the Ministry of MSMEs shows that as of December 31, 2024, there were approximately 30.18 million Indonesian MSMEs operating in various economic subsectors, including the textile processing industry, such as batik. The batik sector is a strategic business because it is labor-intensive, relatively easy to develop, and able to empower local communities, particularly women and productive groups in rural areas. The existence of batik MSMEs also has a social impact in the form of community empowerment and sustainable cultural preservation (Ambar et al., 2025).

Batik MSMEs also hold significant potential for empowering women and local communities. The batik industry generally involves women in various stages of production, from sewing and dyeing to product marketing. This involvement provides opportunities for women to earn additional income, improve skills, and strengthen family economic independence. The existence of batik MSMEs also encourages local community participation in productive economic activities based on regional culture. Thus, the development of batik MSMEs not only contributes to economic growth but also improves social welfare by empowering the local workforce and strengthening household economies.

North Labuhanbatu Regency has demonstrated significant growth in MSMEs. According to data from the Central Statistics Agency (BPS) of North Labuhanbatu Regency in 2024, the number of MSMEs reached 9,286 units spread across eight sub-districts. Marbau and Kualuh Hulu Sub-districts have the largest number of MSMEs, while Kualuh Hilir Sub-district has a relatively smaller number compared to other sub-districts. This distribution of MSMEs indicates that the economic activity of the people of North Labuhanbatu Regency is dominated by micro and small businesses based on local potential and community needs. The large number of MSMEs indicates that the MSME sector holds a strategic position as the backbone of the regional economy, playing a role in creating jobs and improving community welfare (Maharani et al., 2023).

The development of Indonesian batik MSMEs, including Batik Jelujur Labura, still faces various challenges. Research by (Amalia et al., 2025) shows that batik MSMEs generally experience limited business capital, low managerial capacity, minimal design innovation, and weak marketing access. This situation hinders many batik MSMEs from developing into more competitive businesses. Research by (Nanta et al., 2025) explains that MSME development in North Sumatra is heavily influenced by local government support, particularly in terms of capital facilitation, strengthening business networks, and promoting local products. In the context of North Labuhanbatu Regency, these challenges are further complicated by limited ongoing mentoring, suboptimal marketing strategies, and poor integration of batik MSMEs with regional and national markets. The development of Labuhanbatu Jelujur Batik is inseparable from external support, particularly the role of the local government (Chatra et al., 2024).

The local government plays a crucial role in the development of batik MSMEs through its function as a facilitator, regulator, and mediator of regional economic development. Local governments have the authority to create a conducive business climate through policies, development programs, capital assistance, and strengthening market access for batik MSMEs. The success of MSME development is greatly influenced by the government's consistency and effectiveness in addressing the real needs of business actors. Good government support can encourage the sustainable development of batik MSMEs, increase the competitiveness of local products, and strengthen the local culture-based economy (Setlight, 2025).

This research is also motivated by a research gap identified in previous studies. Research (Wibowo, 2022) on the role of local government in MSME development in Kampung Batik, Sukun District, Malang City, shows that the focus is still limited to the government's role as a stabilizer, innovator, modernizer, and pioneer of development. This research was conducted on the island of Java, which has relatively more advanced infrastructure, institutions, and market access than other regions in Indonesia. Furthermore, this research has not yet examined in depth the relationship between batik and local cultural identity and the socio-economic conditions of the local community.

Research on batik outside Java, particularly basting-based batik in North Sumatra, is still very limited. Batik Jelujur Labura developed in a regional context that differs in terms of geography, socio-cultural background, and level of MSME development. Most research on batik MSMEs has focused on production aspects, motif aesthetics, or general product marketing. However, few studies have examined batik as an MSME directly related to regional economic development and the role of local government.

Based on these conditions, the research gap in this study lies in the lack of comprehensive studies that discuss Labura Jelujur Batik as a local cultural heritage, as an MSME economic activity, and its relationship to the role of local government in areas that are not national batik centers. This study aims to analyze the role of the North Labuhanbatu Regency Government in the development of Labura Jelujur Batik MSMEs and examine how batik can contribute to regional economic development and community empowerment. This approach is expected to provide new insights into the study of Indonesian batik MSMEs, particularly in regions outside Java.

2. RESEARCH METHOD

This study employed a descriptive qualitative method with in-depth interviews to gain an understanding of the role of local government in the development of the Labura Jelujur Batik MSME in North Labuhanbatu Regency. This approach was chosen because the research focused on gathering in-depth information from relevant parties and understanding respondents' experiences regarding the topic under study. Qualitative research aims to understand social phenomena through data in the form of informants' words, actions, and perspectives (Rahmah et al., 2020) The study was conducted in North Labuhanbatu Regency in 2025, focusing on the Labura Jelujur Batik MSME as the research object.

The research informants consisted of three individuals purposively selected based on their direct involvement in the development of the Labura Jelujur Batik MSME: the batik business owner, a member involved in the production process, and an employee of the Labura Cooperatives and

MSMEs Office who handles the MSME development program. The selection of these informants aimed to represent the perspectives of business actors and the local government in MSME development (Listianingrum et al., 2021).

Research data was obtained through in-depth interviews and analyzed using Miles and Huberman's interactive data analysis technique, which includes data reduction, data presentation, and conclusion drawing or verification (Miles et al., 2014). Data reduction was carried out by selecting and simplifying interview results according to the research focus, then presenting the data descriptively to facilitate the interpretation process. The final stage was carried out by drawing and verifying conclusions continuously to ensure the validity and consistency of the research results. This analysis technique was used so that the interview results could be interpreted systematically and comprehensively.

3. RESULTS AND DISCUSSIONS

Potential and Challenges for Labura's Jelujur Batik MSMEs

The Labura Jelujur Batik MSME is currently in the early to mid-development stages, with a relatively small production capacity and a heavy reliance on external support, particularly from the local government. An interview with Tuti Indriyani revealed that batik production was initially based solely on customer orders, but government programs such as exhibitions and bazaars have begun to help boost production and marketing activities.

Exhibitions and bazaars contribute to expanding the market network of MSMEs by enabling businesses to introduce their products to a wider audience, build relationships with other businesses, and gain collaboration opportunities with buyers and distributors from outside the region. Furthermore, exhibitions help MSMEs understand consumer preferences and market trends, which can serve as a basis for developing more effective product innovations and marketing strategies.

This statement indicates that government support is a crucial factor in driving the development of the Labura Jelujur Batik MSME. This aligns with research by (Rahmah et al., 2020). This statement indicates that government support is a crucial factor in encouraging the development of Batik Jelujur MSMEs in Labura. This is in line with research by (Izzuddin et al., 2024) which states that policy support, product innovation, resources, and social capital play a crucial role in strengthening the resilience of batik MSMEs. External support is considered capable of helping MSMEs face market challenges and improve business sustainability, especially for batik businesses based on local culture.

Labura Jelujur batik excels in its distinctive motifs and manual production process, reflecting the local culture of North Labuhanbatu Regency. However, the use of digital technology and social media has been suboptimal, limiting the product's marketing reach. This situation impacts business sustainability, as MSMEs struggle to reach a wider consumer base, maintain market competitiveness, and sustainably increase sales volume. Limited digital marketing also means that Batik Jelujur Labura's products are less well-known outside the region, hampering opportunities for national and international market expansion. Furthermore, low digital platform usage makes MSMEs more reliant on direct sales and temporary exhibitions.

Research by (Purba et al., 2026) explains that financial literacy and digital literacy have a significant impact on the sustainability and competitiveness of MSMEs. Ms. Tuti Indriyani's statement also indicates that limited digital knowledge and skills are a major challenge in expanding the market for Labura Jelujur Batik.

This situation aligns with research by (Izzuddin et al., 2024) which explains that low market awareness of local batik requires MSMEs to develop more adaptive marketing strategies. Research by (Nurullah, 2026) also shows that market access, digital technology, and capital remain major barriers to the development of batik MSMEs, despite their strengths in local motifs and production quality. Research by (Luthfi & Sangaji, 2025) confirms that the use of e-commerce and social media can increase the market reach and sustainability of batik MSMEs.

In general, the condition of Labura Jelujur Batik MSMEs reflects the characteristics of micro-MSMEs in Indonesia, which still face limitations in capital, technology, and business management

capacity. Research by (Setlight, 2025) explains that empowering MSMEs focuses not only on increasing production but also on strengthening human resources and utilizing digital media in marketing and business management. Therefore, the Batik Jelujur Labura MSME requires a more integrated development strategy through strengthening production, digital marketing, and institutional support from the government as a facilitator, regulator, and mediator (Syahfitri, 2022).

The Government's Role as a Facilitator

The North Labuhanbatu Regency Government's role as a facilitator in the development of the Labura Jelujur Batik MSME is demonstrated through various training, coaching, and mentoring programs to enhance the capacity of business actors. Interviews indicate that the local government has provided opportunities for MSMEs to participate in batik training outside the region, such as training in East Kalimantan in 2024. Ms. Tuti Indriyani stated that the training helped MSMEs understand production techniques, motif selection, and the batik-making process. This demonstrates that government facilitation contributes to improving the skills and quality of batik MSME production.

This government facilitator's role aligns with the MSME empowerment theory, which positions training and coaching as crucial instruments for increasing business competitiveness. Research by (Rahmah et al., 2020) explains that the role of government facilitators is crucial in building the initial capacity of MSMEs so they can survive and grow sustainably. Government support is one factor that helps the Labura Jelujur Batik MSMEs improve their production and business management capabilities.

However, the study found that the training and coaching provided were short-term and not accompanied by ongoing mentoring. Nani Triswati stated that while training was available, business owners still experienced difficulties when facing challenges due to the lack of follow-up mentoring. This situation indicates that the role of government facilitators has not been fully optimized. This finding aligns with research by (Jannah et al., 2025), which states that the effectiveness of MSME development programs is greatly influenced by the sustainability of mentoring, not just the amount of training provided (Wibowo, 2022).

The role of government facilitators is also evident in the promotional and marketing support for the Batik Jelujur Labura MSME through exhibitions and regional cultural events. Tuti Indriyani explained that batik MSMEs often participate in government exhibitions and bazaars to introduce their products to the public. These activities provide benefits in the form of increased business networks, marketing experience, and understanding of market preferences. This finding aligns with research by (Maharani et al., 2023), which explains that government promotional support can increase MSME product exposure and open new market opportunities, although the impact is still temporary.

In terms of capital, the local government has provided assistance in the form of batik production equipment and support for certain activity costs, but access to business financing remains unequal. Tuti Indriyani explained that most batik production still relies on personal capital because government assistance is more in the form of production equipment facilities than business funding. This situation indicates that access to formal financing remains a major challenge for MSMEs. Research by (Ismail et al., 2025) and (Maharani et al., 2023) also indicates that limited financial literacy and a lack of mentoring hinder MSMEs from utilizing government financing programs.

Government facilitation in the digital transformation of the Batik Jelujur Labura MSME is also still in its early stages. Business owners have begun using social media platforms such as Facebook, Instagram, TikTok, and WhatsApp to promote their products, but their utilization has not been maximized due to limited digital literacy. Research by (Syari, 2025), explains that MSME digitalization requires intensive mentoring so that technology can be integrated into business strategies. Based on the research results, it can be concluded that the North Labuhanbatu Regency Government has carried out its role as a facilitator through training, coaching, exhibitions, production equipment assistance, and digital marketing support, but still needs strengthening in the

form of ongoing mentoring, increasing access to capital, and developing the digital capacity of MSMEs so that they can develop independently and competitively.

The Government's Role as a Regulator

The research results indicate that the North Labuhanbatu Regency Government has not fully implemented its regulatory role in the development of Labura Jelujur Batik MSMEs. The policies implemented are still general in nature for MSMEs, and there are no specific regulations governing Jelujur Batik as a superior regional product. Ms. Cia from the North Labuhanbatu Cooperatives and MSMEs Office explained that current government support consists of coaching, batik group data collection, and involvement in regional promotional activities. Support for Labura Jelujur Batik is still included in general MSME policies through work programs and general regional regulations (Nanta et al., 2025).

This situation indicates that the local government has not provided specific legal protection for the identity and development of Labura Jelujur Batik. Ms. Nani Triswati expressed concern about the possibility of imitation of batik motifs due to the lack of adequate copyright protection. This finding aligns with research by (Rahmah et al., 2020), which explains that specific regulations are crucial for strengthening the position of local MSMEs in facing market competition. (Wibowo, 2022), research also confirms that the development of regional batik will be more optimal if supported by legal protection policies and facilitation of intellectual property rights (IPR).

The lack of specific regulations has prevented Labura Jelujur Batik from being fully integrated into culture-based regional economic development. Research by (Ambar et al., 2025) shows that regional batik has significant potential as an instrument for creative economic development if supported by clear and sustainable regional policies. Therefore, regional governments need to strengthen their role as regulators through the development of specific policies, legal protection, and strengthened cross-sectoral coordination so that Labura Jelujur Batik can develop as a cultural identity and superior regional product.

The Government's Role as a Mediator

Research results indicate that the North Labuhanbatu Regency Government has attempted to act as a driving force in the development of the Labura Jelujur Batik MSMEs, but the challenge is the limited sustainability of this program. Efforts have been made through encouraging product innovation, strengthening collaboration with various parties, and helping to open wider market opportunities. In this regard, the government's role as a mediator can be understood as an effort to encourage business change and development, so that MSMEs are not only able to survive but also adapt and thrive in response to changing market and business conditions.

Interviews with local government officials revealed that the government is encouraging batik MSMEs to innovate in design and diversify their products, avoiding being limited to monotonous motifs and standard models. Ms. Cia, a government official from the North Labuhanbatu Regency Cooperatives and MSMEs Office, explained: "The regional government is encouraging innovation in Labura Jelujur Batik products through various programs aimed at enhancing the creativity of MSMEs without diminishing local cultural values. One effort is to hold batik design development training involving experienced instructors and practitioners. This training helps MSMEs understand the importance of design innovation to ensure batik products remain relevant to market tastes. In addition to training, the government also provides space for MSMEs to experiment with batik motifs and products. Businesses are encouraged to produce not only batik cloth but also develop other products, such as ready-to-wear clothing with distinctive Labura batik motifs. This product diversification is expected to expand the market segment for Labura Jelujur Batik."

This statement demonstrates the government's role in driving change by helping to enhance the creativity and innovation of MSMEs. This aligns with the view that product innovation is a crucial factor in increasing the competitiveness of MSMEs, particularly in the creative economy sector, such as batik. Research (Maharani et al., 2023) also confirms that government support in encouraging innovation can provide added value to products and help MSMEs reach a wider market.

In addition to product innovation, the local government's mediatory role is also evident in efforts to expand networks and collaboration between the Batik Jelujur Labura MSME and various parties, such as the private sector, creative communities, and exhibition organizers. Interviews with MSMEs indicate that government facilitation of exhibitions provides new experiences and opens up market opportunities outside the region. As Tuti Indriyani stated: "When we participate in exhibitions, we learn about the tastes of buyers from outside the region and get to know new networks, such as batik entrepreneurs from other regions, and we can exchange ideas about batik. And indirectly, this can lead to innovation in our batik motif production."

This fact demonstrates the government's role as a liaison between MSMEs and the market and broader business networks. This aligns with research (Lubis, 2024), which states that the government's role as a mediator is crucial in connecting MSMEs with various economic actors, thus creating cooperation and a more developed business environment. However, this research also indicates that exhibitions are still held occasionally and have not yet become part of the MSME's long-term marketing strategy. Thus, it can be concluded that the North Labuhanbatu Regency Government has begun to play a mediating role in the development of Labura's Jelujur Batik MSMEs, primarily through encouraging innovation, facilitating networks, and opening market access. However, this role still needs to be strengthened to achieve a more sustainable impact. Strengthening can be achieved through more intensive innovation mentoring, integrating digital marketing strategies, and strengthening synergy between the roles of regulators, facilitators, and mediators. With this approach, Labura's Jelujur Batik MSMEs are expected to develop into dynamic, competitive, and sustainable creative economic enterprises.

Development of Labura's Jelujur Batik MSMEs Based on a Sharia Perspective

In the context of Labura's Jelujur Batik MSMEs, compliance with Sharia principles encompasses not only the physical product (such as the halalness of ingredients) but also all business processes carried out in daily business activities. Philosophically, a Sharia-compliant business not only prohibits *riba* (usury) and *gharar* (gharar), but also promotes ethics, justice, and the welfare of society at large. This finding is relevant to studies showing that the application of Islamic business ethics and Sharia microfinance can influence the development of MSMEs, particularly in building consumer trust and strengthening a business image aligned with Islamic values. Research (Syahfitri, 2022) found that the application of Islamic business ethics, including honesty, social responsibility, and fair service, contributes to customer loyalty and strengthens the brand image of Sharia MSMEs in the community.

In principle, the batik business itself does not conflict with Sharia, as batik is a clothing product that does not involve haram (forbidden) goods such as alcohol or prohibited food ingredients.

Furthermore, if business actors implement clean, fair production principles that do not burden consumers, their business activities will become more consistent with Sharia values. Another study highlighting Sharia compliance among Muslim business actors in Indonesia stated that entrepreneurs understand Sharia as a principle encompassing the meaning, function, and benefits of business, reflecting moral and religious values in their business practices (Nurullah, 2026).

In practical implementation at Batik Jelujur Labura, Sharia compliance can be seen in the moral messages and cultural values conveyed by the batik itself, without any elements of exploitation, fraud (*tadlis*), or unfair practices in transactions. This aligns with research (Izzuddin & Halim, 2025) that emphasizes the importance of Sharia aspects in MSME business feasibility policies, which consider not only Islamic law but also appropriate business ethics, such as honesty, social responsibility, and transparency of information to consumers.

Overall, Sharia compliance in the development of Batik Jelujur Labura MSMEs can be enhanced through the application of Islamic business ethics in all business activities, from the production process to marketing. The principles of honesty, fairness, and responsibility must be the foundation of every transaction and business relationship so that economic activities are not solely profit-oriented but also based on moral and social values. Furthermore, strengthening business

capital can be achieved by utilizing Sharia-compliant financing schemes that implement profit-sharing principles, such as *mudharabah* and *musyarakah*, so that MSMEs can develop their businesses without involving usury, which conflicts with Sharia principles (Chatra et al., 2024).

Furthermore, the application of Sharia principles also needs to be considered in the digitalization process of businesses, particularly in online transactions and marketing strategies, to maintain transparency, fairness, and avoid practices that harm consumers. These efforts need to be supported by increasing Sharia literacy and understanding among MSMEs, so they have the ability and independence to manage their businesses and utilize financial and business mechanisms that are in accordance with Sharia principles in a sustainable manner (Ambar et al., 2025).

With this approach, the Batik Jelujur Labura MSME is not only growing economically but is also able to operate a business in line with Sharia values, thus making a positive contribution to the Muslim community that serves as its consumer base and serving as a concrete example of the integration of economics and Islamic values.

4. CONCLUSION

Based on the research results, the Labura Jelujur Batik MSME in North Labuhanbatu Regency has great potential as a creative economy business based on local culture, but still faces limitations in capital, marketing, and digitalization. The local government has acted as a facilitator through training, production assistance, and exhibitions, but the role of regulator and mediator has not been optimal due to the lack of specific policies and ongoing mentoring for batik MSMEs. Therefore, strengthening the synergy of the government's role is necessary so that MSMEs can develop competitively and sustainably. This research contributes to the development of the theory of the role of government in culture-based MSMEs by emphasizing the importance of balancing the functions of government as a facilitator, regulator, and mediator in supporting local cultural MSMEs. Further research is expected to examine the economic impact of batik MSMEs on community welfare, employment absorption, women's empowerment, and the effectiveness of digital marketing.

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