

ABSTRAK

Penelitian ini mengkaji perkembangan historis industri Batik Paseban di Cigugur, Kabupaten Kuningan, dalam rentang waktu 2006–2024. Latar belakang penelitian dilatarbelakangi oleh pentingnya Batik Paseban sebagai warisan budaya yang berkembang melalui inovasi dan upaya pelestarian nilai kearifan lokal. Tujuan penelitian adalah; 1). Untuk menjelaskan sejarah batik yang terdapat di Kuningan. 2). Untuk menjelaskan dinamika perkembangan industri batik Paseban. 3). Untuk menjelaskan dampak industri batik Paseban terhadap kehidupan sosial-ekonomi masyarakat adat Cigugur. Metode penelitian menggunakan metode historis pendekatan kualitatif, meliputi studi arsip, wawancara mendalam terhadap pengrajin dan tokoh masyarakat, observasi partisipatif, serta analisis dokumen. Hasil penelitian menunjukkan bahwa industri Batik Paseban mengalami pertumbuhan signifikan, ditandai peningkatan jumlah perajin, diversifikasi teknik produksi (tulis, cap, printing), dan perluasan pasar lokal hingga nasional. Industri ini berkontribusi positif terhadap penciptaan lapangan kerja, peningkatan pendapatan rumah tangga, dan penguatan identitas budaya masyarakat. Namun, tantangan seperti regenerasi pengrajin, persaingan pasar, serta dampak pandemi COVID-19 menjadi faktor penghambat keberlanjutan. Simpulan penelitian menyatakan bahwa keberadaan industri Batik Paseban berperan strategis dalam memadukan pelestarian budaya dengan pengembangan ekonomi kreatif, namun memerlukan dukungan kebijakan pemerintah dan adaptasi teknologi untuk meningkatkan daya saing.

Kata Kunci: Batik Paseban, Industri Batik, Perkembangan Sosial-Ekonomi.

ABSTRACT

This study examines the historical development of the Batik Paseban industry in Cigugur, Kuningan Regency, within the period of 2006–2024. The research is motivated by the significance of Batik Paseban as a cultural heritage that has evolved through innovation and efforts to preserve local wisdom values. The objectives of the study are: (1) to explain the history of batik in Kuningan, (2) to describe the dynamics of the development of the Batik Paseban industry, and (3) to analyze the socio-economic impacts of the Batik Paseban industry on the indigenous community of Cigugur. The research employs a historical method with a qualitative approach, involving archival studies, in-depth interviews with artisans and community leaders, participatory observation, and document analysis. The findings reveal that the Batik Paseban industry has experienced significant growth, as evidenced by the increasing number of artisans, diversification of production techniques (hand-drawn, stamped, printed), and market expansion from local to national levels. The industry has contributed positively to job creation, household income improvement, and the strengthening of the community's cultural identity. However, challenges such as artisan regeneration, market competition, and the impact of the COVID-19 pandemic have hindered its sustainability. The study concludes that the Batik Paseban industry plays a strategic role in integrating cultural preservation with the development of the creative economy. Nonetheless, it requires governmental policy support and technological adaptation to enhance its competitiveness.

Keywords: Batik Paseban, Batik Industry, Socio-Economic Development.