

## UTILIZATION OF BATIK CREATIVE ECONOMY POTENTIAL ANALYSIS IN INNOVATION TO INCREASE COMPARATIVE ADVANTAGE IN THE PEOPLE OF KUDUS REGENCY

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### ABSTRACT

The Indonesian state is a country that has a lot of potential local wealth as a nation, that potential can be a factor to advance the creative economy in Indonesia including batik, handicrafts, and others. The potential of batik in Indonesia is also found in Kudus Regency which has a very large variety of potentials to be developed, one of which is the creative economic potential of batik. This study has objectives for 1). To find out the creative economic potential of batik in the community of Kudus Regency, 2). To find out how to increase the comparative advantage of the creative economy of batik in the people of Kudus Regency, and 3). To find out the impact of the increase in the creative economy of batik in the community of Kudus Regency. This research uses a qualitative approach. Data collection in that approach can be done by means of observation, documentation, & direct interviews with the owners of Batik Muria & Alfa Shoofa. The results in this study show that: 1) The creative economy of batik in the community of Kudus Regency has great potential that can be developed so that it can compete, with unique & different motifs. 2) How to increase the comparative advantage of the batik creative economy in Kudus Regency, namely with the help of the government that supports the development of the creative economy in Kudus by providing guidance & training. 3) The impact of the potential creative economy of batik in the community of Kudus Regency which includes creating jobs, preserving Kudus culture, plagiarizing many motifs, which is increasingly rampant imitation batik.

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**Keywords:** Batik Creative Economy; Innovation; Comparative

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### Introduction

The Indonesian state is a country that has a lot of local wealth as a nation (Sopannah, Bahri, Ghozali, & SH, 2020). This can be seen from the rich biodiversity as well as art & culture. The potential of local wealth owned by Indonesia can be a factor to grow the creative economy (Sari et al., 2020). The creative economy relies on human resources for the main capital, especially in the process of creation, creativity, expertise, & individual talent.

Indonesia has a great opportunity to be able to increase national economic growth through the development of the creative economy. Business actors in the field of creative economy, positioning most of all economic activities of the Indonesian people. Indonesia will experience a demographic bonus until 2035, where until 2030 the number of people of productive age is predicted to be above sixty percent & twenty-seven percent, including the younger generation who have the age of sixteen to thirty years. The young Indonesian population has the potential to become entrepreneurs & workers who have creative talents & are able to drive economic,

social, & cultural dynamics. This opportunity is boosted by the number of regions & regions that have great resource potential but have not been developed properly.

One of the new alternatives driving the national economy, the creative economy sector supports the creation of use value in domestic products & the development of creative services that can support the economic growth of the Indonesian state.

Regional economic development in every region in Indonesia is not the same, the resources owned can influence the process of regional economic development. Finding competitors global competitiveness, each region is asked to compete to create advantages between regions as an effort to improve the community's economy.

The development of people's lives can be followed by the development of the will to live, economy, & population. The wishes of the community can be realized in the pattern of human life.

Sociologically, the creative economy allows the people of a nation to be sovereign, valued, and to appreciate the wisdom of local renewal. In addition, humanistically, with a creative economy, it can liberate a nation free from colonization of renewal & adaptive to change so that it can avoid a sense of saturation & cessation of renewal. Job vacancies & productive businesses will be created until unemployment can be minimized. Spatially, the creative economy can minimize urban & rural development & socio-economic development gaps.

Public awareness is the most important part of the growth of the creative economy (Septiyana et al., 2020). Many of us don't know each other & know the creative economy. In general, people only understand the results of crafts as works that can express culture & culture and be sold. How the benefits that can be immediately felt, how big the obstacles are, and how to appreciate the efforts that can be made by creative economy actors have not become the fourth society at its right.

Judging from the geoeconomic & georegional view that is integrated with the demographic situation, it appears that the number & distribution of the population of the Indonesian state is a vital capital in the development of the creative economy. The population is an asset to appreciate the products of the creative economy in the country. Ideally, each region creates a creative economy based on its own specifications & regional characteristics. If this step can be realized, what can be done is to organize its accessibility & effectiveness, until there can be a multiplier effect on regional economic growth.

The government must grow awareness in the community, so that they can appreciate, recognize, & explore the various potential capital of creativity that belongs & exists in the community itself. Fundamentally, being creative is important. It is equally important to make creativity in people's lifestyles, because creativity can be used will overcome various obstacles. Public awareness that can be realized through appreciation of all the potential of the creative economy that will increase transactions in the creative economy.

Daniel II Phink in the book "What is the Creative Economy", which has been explained again by the Ministry of Trade of the Republic of Indonesia said that in the era of creativity, if we have an advanced desire we can complete expertise in our technology, to reach a high level of concept & high touch. High concept is a skill to create artistic & emotional, recognize patterns & opportunities, create a beautiful description & can produce findings that have not been felt by others. High touch is a skill at empathizing, knowing the essence of human interaction, & finding meaning.

The Indonesian state has a lot of creative economic potential such as batik, handicrafts, architecture, and others.

There are so many works of art that have become a commodity of the creative economy that has been born from society, namely batik (Listiyaningrum, Rustiana, & Saeroji, 2020). Batik is one of the creative economies that can drive the national economy & one of Indonesia's artworks that until now is still famous & continues to be used & the use of batik can develop not only as a fabric but is used for various household purposes which has a follow-up impact on other industries widely. Batik is a craft that has a high artistic value & has become part of the State of Indonesia. This batik tradition was originally a tradition passed down from ancestors, but along the way, batik in Indonesia has experienced rapid development. The types, motifs, & techniques of making batik are slowly starting to develop quickly.

The potential of batik in Indonesia in its development continues to grow & develop & increasingly plays a major role as part of socio-cultural life or as an industrial business.

**Table 1**  
**List of Creative Economy in Kudus District**

No	Center Name	Location
1	Embroidery Center	Ds. Padurenan, Ds. Karangmalang, Ds. Janggalan
2	Convection Center	Ds. Klumpit, Ds. Padurenan, Ds. Karangmalang
3	Knife Center	Ds. Hadipolo, Ds. Tenggeles
4	Holy Carved Gebyok	Ds. Janggalan
5	Tofu and Tempeh	Ds. Ploso
6	Leatherette Goods	Ds. Singocandi, Ds. Krandon
7	Tile	For Papringan, for Ngembalrejo, Ngembalkulon
8	Bricks	For Papringan, for Ngembalrejo, Ngembalkulon
9	Bag	Ds. Gulang, Ds. Loram Wetan
10	Tumbu Sugar	Ds. Kandangmas
11	Birdcage	Ds. Megawon
12	Kudus Batik Center	Ds. Karangmalang, Ds. Gribig, Ds. Langgardalem

In addition to the existence of Kretek City, this cigarette-producing city has the largest number in Indonesia, Kudus Regency also has cultural wealth. Kudus Regency is also a fairly large area that has a variety of potentials that are so great to be developed, including the potential of the batik creative economy (Farih, 2019). In the era of 1935 Kudus batik has developed forward in the 1970s. The patterns & motifs of batik in Kudus are very diverse because at that time Kudus batik craftsmen came from ethnic Chinese descent & indigenous craftsmen. Kudus Regency has batik that can compete with other cities. Compared to the beauty of batik from Solo, Yogyakarta, and others, Kudus batik is indeed marginalized, but as the era of Kudus batik began to highlight the advantages of batik. The area of this batik craftsman center is the malang coral area & gribig. The existence of being able to compete, alternative solution strategies for various problems that will be faced by the batik industry.

In this regard, the author has the inspiration to conduct research, with the title "Utilization of Batik Creative Economy Potential Analysis in Innovation to Increase Comparative Advantage in the People of Kudus Regency".

Based on the background above, the author formulates problems that will be the focus of the research, namely: 1). Implementation of the creative economic potential of batik in the

community of Kudus Regency, 2). How to increase the comparative advantage of the creative economy in the people of Kudus Regency, and 3). The impact of an increase in the creative economic potential of batik in the community of Kudus Regency.

Thus it is clear the formulation of the problem of this research to be carried out: 1). What is the potential of the creative economy of batik in the community of Kudus Regency?, 2). How to increase the comparative advantage of the creative economy of batik in the people of Kudus Regency?, and 3). How is the impact of increasing the creative economic potential of batik in the community of Kudus Regency?.

The purpose of the study is the formulation of sentences that show the existence of everything that belongs after this research is completed. Based on the above problems, the objectives of the problem are: 1). To find out the creative economic potential of batik in the people of Kudus Regency, 2). To find out how to increase the comparative advantage of the creative economy of batik in the people of Kudus Regency, and 3). To find out the impact of the increase in the creative economy of batik in the community of Kudus Regency.

The achievable benefits associated with the proposed research are: 1). Theoretical Benefits: Theoretically this research is expected to bring benefits to enrich the treasures of science and 2). Practical Benefits: In practical terms, this research is useful in making contributions that have strategic value for economic practitioners.

### **Research Methods**

In this study, it has used a descriptive study, namely research that has the aim of describing a situation (Tohirin, 2013). This research approach uses qualitative because it examines information, information, & symptoms from a result of the observation process during this study regarding the matter "Utilization of Batik Creative Economy Potential Analysis in Innovation to Increase Comparative Advantage in the People of Kudus Regency".

The author pegged a place in the study in Batik Muria Kudus & Alfa Shoofa Kudus. If the data owned is not sufficient at that time, the research will be extended. The subject of this study is the owner & employee of the Batik Muria Kudus & Alfa Shoofa Kudus business in Karangmalang Village, Gebog, Kudus & on Jl. Raya Barat Gribig 178 Kudus 59333, Central Java.

The determination to focus on this research is intended to: (1) Limit the results of the study, and (2) Meet the results of the criteria that have been entered or have issued new information that can be obtained from the field (Moleong, 1994). The existence of this focus determination is very clear, researchers can also make good decision results from the data needed to be collected and which other data needs to be separated, although the data is indeed compelling but not so relevant in a way of reducing from the data.

In this research, it has also been centered on a problem of planning, organizing systems, implementation in research. The focus on this research is then explained again through several questions below: 1). What is the creative economic potential of batik in the community of Kudus Regency?, 2). How to increase the comparative advantage of the creative economy of batik in the people of Kudus Regency?, and 3). How is the impact of increasing the creative economic potential of batik in the community of Kudus Regency?.

The data that has been collected through research is certain data with the focus of research, namely the Use of Analysis of the Creative Economy Potential of Batik in Innovation to Increase Comparative Advantage in the People of Kudus Regency. The types of data in this study have been divided into 2, namely: primary & secondary. The primary data has been

possessed of the verbal form & action of the subject (informant). Expert opinion from Moleong in 1994 which can emphasize that the characteristics of primary data are the form of words or words orally, as well as the behavior of humans. Meanwhile, secondary data is sourced from several documents and photos that have been used to complement the primary data. Secondary data characteristics are photos, images, recordings, & writings.

Establishing an informant is used as a source of data that already uses purposive techniques. The use of this technique is based on an understanding that a researcher is more willing to sort out – milah an informant who is considered to understand and can also be trusted to be a source of data that has been good & can explain the problem in depth the expert opinion of Sutopo, (1988).

The data collection technique is to try to get information media or reality that is correct and accountable. Data collection is the main stage in this study, because only by obtaining the data that has been obtained can a research process take place when a researcher obtains an answer to the problem formulation that has been applied, expert opinion from Sarwono in 2006 p. 123. Thus, without knowing the data collection techniques, a researcher will not obtain sufficient data from the standards that have been imposed. In this study, a researcher has carried out data collection techniques, including observation, documentation, and interviews.

Data collection technique is a process of procurement of primary and secondary data obtaining more accurate data, so that the results in the study will be in accordance with the goals that have been set. With another intention for data collection has the purpose of obtaining data that has been adjusted research objectives. There are several techniques already selected for data collection in schools as follows.

### Observation



One observation can be carried out in this study with the aim of obtaining information and data directly from the research site. The observation technique is an observation that will be carried out deliberately, regularly overwriting a social event with psychic symptoms to be subsequently carried out in the recording process, Subagyo (2006: 63). According to the opinion of an expert named Sarwono (2006: 224), observation activities that include a process of systematic recording with the presence of an event, behavior, & object that can be viewed as well as something else needed in completing this research that will be carried out.

In this study, observations can be made directly. Thus a researcher is an outsider who can research the Utilization of Batik Creative Economy Potential Analysis in Innovation to Increase Comparative Advantage in the People of Kudus Regency. In other terms, it is a non-participatory researcher, namely a researcher who is not directly related or does not participate

during the activity process, a researcher only observes the activity process, Sukmadinata (2009: 220).

The author's observations were used to find valid data on the creative economic potential of batik in increasing the competitive advantage of the people of Kudus Regency in Batik Muria Kudus & Alfa Shoofa Kudus.

### Interview



Both interviews can be used by a lawyer to obtain information from the interviewee, Arikunto (2010:198). Therefore, according to Subagyo (2006: 39), an interview is an activity that has been carried out to obtain information directly by asking several questions to respondents. Interviews have meaning if we are dealing directly with interviewers and respondents, & the activities can be used in an oral way.

An interview is a conversation in question, which can be used by both parties, namely between the interviewer & the interviewee (Moloeng, 1994). The purpose of this being done by the interview was to get the construction that took place about a seriousness & recognition of expert opinion from Sonhaji, 1994.

The stages in the implementation with several interview techniques include: At the first stage a researcher must ascertain who the interviewees are. In the study, it will determine the informant who is the key, namely the batik party.

At this stage, a researcher needs to prepare several drafts of temporary questions that can be related to the desired subject matter and expressed through interviews based on the research focus.

In the third stage, use the interview process and establish so that the interview can run well. Some of the questions that are addressed are of a general nature in comfortable circumstances, and while obtaining important information, respondents are given the opportunity in a free way to organize their own course of thought, then a question has been focused on something that will later be expressed in line with the focus of his research by sticking firmly to some carefully prepared questions. In order for an interview to run productively, a researcher must work extra hard to keep it well so that the assessment is always reviewed on a piece of information by giving respondents the opportunity to express the necessary information.

In the fourth stage, pause the interview process after a researcher has obtained the desired information and a respondent has looked tired. And in the end, a researcher's conversation will immediately make a summary and trace back to the respondents whether what a respondent said is true or not or perhaps a respondent wants to add the information that has been shared with him.



The interview technique carried out in this study is a structured interview, namely an interview in which the interviewer sets his own problems & questions to ask, about the potential of the creative economy of batik in increasing the competitive advantage of the people of Kudus Regency in Batik Muria Kudus and Batik Alfa Shoofa Kudus.

### Documentation



The three documentations try to trace data on things that can be in the form of agendas, lenger, meeting minutes, and others Arikunto (2010: 274). The techniques in this documentation will be used to collect information about the events that will be recorded in the picture that can show evidence of an activity. There are 2 categories of photos that can be used qualitative research, namely photos that have been produced by people & researchers themselves.

The document materials that will be used as sources of documentation in this study are data on information about the Use of Batik Creative Economy Potential Analysis in Innovation to Increase Comparative Advantage in the People of Kudus Regency. The results of the documentation will then be completed or support the data from the results of observations and interviews.

This technique is used to obtain secondary data to complete data that has never been obtained through observation and interviews. Primary data is data obtained directly from a respondent through the interview process, while secondary data is data that has been carried out to help complete primary data which includes, among others, archives and documentation from bound agencies.

In checking the validity of data, which is basically the most vital part and can no longer be separated from qualitative research. In carrying out data examination which will be based on 4 criteria, namely certainty, expertise, dependence, & degree of trust (Moleong, 1984).

In the credibility of data examination that can be carried out by: (1) Extension techniques in the participation of the research process at the batik field location, (2) Perseverance of a researcher in carrying out the process of an observation that is so deep, (3) Triangulation by utilizing something else outside of the data to check or a comparison to some of the data that has been obtained, (4) In the examination by friends through the sharing system, (5) Conducting an analysis on negative cases is so conspicuous with data for comparison sources, (6) The adequacy of reference materials as a medium in the form of a tool that holds data – power that has aligned with written criticism for evaluation needs, (7) Examination of members related to the data collection process.

In this qualitative research transferability will be achieved "detailed description". This technique leads a researcher to be able to provide a report of the results of his research so that it

can be described that needs to be done as carefully as possible and as smartly as possible that has been described from the place in which the research was carried out. The description in the report is obtained by specifically stating what is needed by the reader to know some of the findings will be possessed, the discovery itself is not part of a complete description but rather the interpretation can be spelled out complete with all the accountability that has been based on a real event.

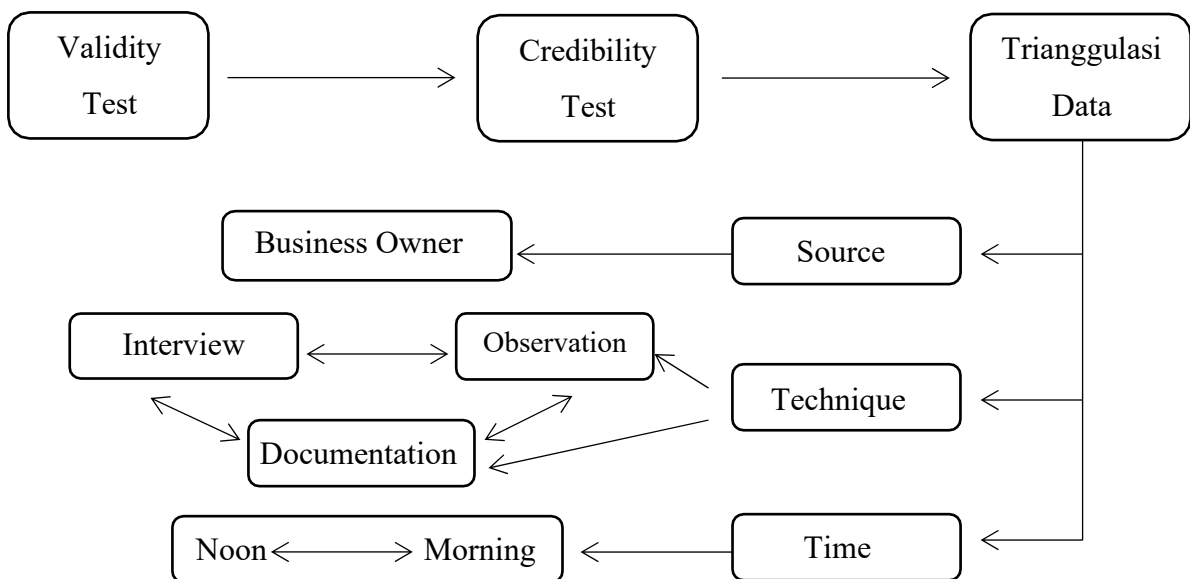
On the dependability that exists in qualitative research called reliability. In qualitative research, the concept of broad dependence is therefore rather than reliability, because it replicates a wholeness of the reality under study, a design that can be seen from data, as well as some views of the working hypothesis that will be able to emerge. To be able to boost a dependence on this study, a researcher will make repeated observations of one of the contexts as well as to be convincing in his expertise.

On confirmability in quantitative research we usually call "objectivity". In qualitative research, we will be able to see whether the data that can be obtained is objective or does not depend on the approval of people to a perception, as well as findings. If it is agreed that people can be said to have an objective nature, but for the suppressor it remains on the data.

Of the 4 criteria for the validity of the data, the first criterion, namely credibility, is the main factor and the triangulation technique has actually been able to measure the validity of the data, considering that the steps that have been aimed at the triangulation technique can also be reflected in certainty, dependence, & transferability. Moleong (1994) has emphasized that the triangulation technique that is often used is the examination of other sources. The opinion of an expert named Denzin who has been quoted by an expert named Moleong (1994) there are 4 types of triangulation as a data examination technique, namely Triangulation by utilizing the use of sources and comparing – comparing and checking credibility.

Triangulation with the way to take advantage of the use of methods by checking the credibility of an informant's trust has been obtained through certain methods, for example comparative observation – compare the results of interviews.

Triangulation utilizes researchers by comparing the work of one researcher with others. Triangulation with some utilizing theory is carried out by comparing – logically compare theories that can boost and encourage data and information that has been obtained and needed.





**Grafic 1**  
**Test Validity Data**

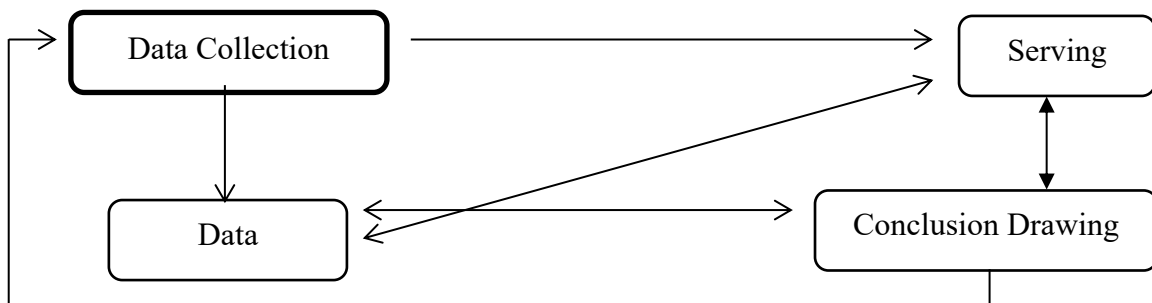
In data analysis techniques from an expert opinion named Usman (2014: 84), namely analytical activities that categorize data to obtain interconnected patterns, themes, interpreting what is meaningful, and others. According to the opinion of an expert named Subagyo (2006: 106) data analysis techniques are activities to utilize data so that truth or truth can be obtained from a hypothesis.

Qualitative data analysis, which is an effort is carried out by working with data, organizing data, choosing into units to be managed, synthesizing it, tracing and obtaining what patterns are very important and what needs to be learned, and being able to decide what to get and tell humans, Bognan and Biklen (in Moleong, 2007: 248).

Based on the definition of an expert, it can be concluded that the main step of data analysis is to collect existing data, compile it regularly & systemically, and then expose the results of the research to humans. From the results of this study will be analyzed in a good way so that the conclusions obtained will be good as well. The process of analyzing the data to be carried out systemically and synchronously, starting from a process of data collection, conclusions & interpretation.

In this study, the data collected can be analyzed in a descriptive way. Data that can be gradually collected data will then be selected, between data that meets the criteria or does not match the material from the study. Then the aligned data is analyzed and arranged neatly into a form in the form of research.

The following is a scheme of qualitative data analysis expressed by an expert named Miles & Huberman (Usman 2014:88).



**Grafic 2**

**Qualitative Data Analysis Scheme according to Miles and Huberman**

In the data analysis technique in the study will apply a model from the qualitative research of Miles & Huberman. Data analysis consists of 3 activity pipelines together, which include reduction, data presentation, & drawing conclusions.

**Results and Discussion**

**Implementation of the Creative Economy Potential of Batik in the Community of Kudus Regency**

The creative economy is a new wave of economy that has been born since the 21st century. This new economic wave prioritizes knowledge as wealth that can create money, jobs, prosperity & income.

Batik is one of the proofs of reality from the results of a creative human creativity of the Indonesian state. Batik for cultural expression has a symbolic meaning that starts people to use

it & has local wisdom in using each step in their lives. The strength in the form of cultural values & the beauty of batik has been ingrained in the people of Indonesia and even around the world to make batik a part of their lives. Batik can be a source of pride & love for the people in Indonesia to the nation & country and can establish interaction between the local culture of the Indonesian State with other cultures within the scope of the world.

Batik is developing well, and market enthusiasm & market recognition for batik is getting higher, not only in the older generation, but in young people. The movement to love batik is also increasingly spreading & has succeeded in making Indonesian identity because batik has its own uniqueness that will be implied by a symbolic meaning & the value of the tradition in it, batik is a tradition that exists in the community & has succeeded in increasing the sense of pleasure & love for Indonesia, batik as a tool to unite the Indonesian nation because of the high sense of belonging to the community to batik to make the loss of boundaries regional, ethnicity, & religion.

Kudus Regency has batik production that is no less than other cities. Among them are the work of Mrs. Yuli Astuti, namely Batik Muria Kudus & by Mrs. Ummu Asiyati, namely Batik Alfa Shoofa Kudus. Kudus Batik has its characteristic motifs. The motif comes from the culture and icon of the Holy City. For example, batik that has the motif of the Holy Tower, Kretek Dance and others. In addition to the iconic motifs, Kudus Batik also has its own characteristics, namely the batik has a tight impression of the results of canting scratches. Almost on each side of the fabric that will be painted is not spared to be made. Especially in the between the motifs, there are motifs to decorate the blanks on the fabric to be painted. How many kinds of batik motifs that currently exist are able to steal the attention, both from Kudus itself and from outside Kudus. In fact, not often tourists who visit from abroad participate in putting their hearts on Kudus Batik.

As explained by the owner of Batik Muria Kudus above that the existence of a batik creative economy in the Holy City has great potential by getting encouragement from the Government through a program that requires employees to use Kudus batik, it is proven that Kudus has batik that is not inferior to lain batik (Farih, 2019) . It is also a manifestation that Kudus batik has the potential to be continuously developed. In fact, when batik was legalized as the original cultural heritage of the Indonesian State by UNESCO on October 2, 2009, the batik industry in Kudus increasingly experienced significant development.

While in Batik Alfa Shoofa explained that the creative economy of Kudus batik has high potential & can compete, Kudus batik has distinctive motifs that others do not have. The selection of motifs that are indeed inspired by the history & icons of the Holy City makes it unique for Kudus batik. It also strengthens the official statement that Kudus batik has good potential, but on the other hand the number of batik craftsmen in Kudus is still minimal.

### **How to Increase the Comparative Advantage of Creative Economy in the Community of Kudus Regency**

The company is said to have a competitive advantage when the company has something that is not owned by competitors, carrying out something that other companies cannot implement. Competitive advantage is an important need for the company's long-term success and the continuity of life that is important for the company in the future. Companies that have competitive advantages will be leaders in their markets & can make above-average returns.

Then the researcher made observations & interviews to several parties involved, it can be concluded that in increasing comparative advantage. Comparative advantage is very important

to obtain, possess, maintain, & maintain for the sake of long-term entrepreneurship from the company. Value that can be created in the context of competing is something that consumers are looking for as well as low prices, quality products, existing brands, & services. Value creation can increase the value of a company as a whole with increasing market share & sales can have an effect on increasing turnover.

Batik has been recognized as a Representative of Intangible Cultures of Human Heritage from UNESCO, & batik is considered to represent 3 dominant categories of intangible cultural heritage: 1). Oral traditions & expressions, including language as a vehicle of the intangible cultural heritage, 2). Social practices, rituals & festive events, and 3). Traditional craftsmanship (Miranti, Lilik, Winarni, & Surya, 2021).

From the results of a study carried out by the author, Batik Muria Kudus in overcoming the outside environment often introduces Kudus batik outside the city / inner city. Even Batik Muria often goes out of town to participate in exhibitions or fill out talk shows to show Kudus batik. In developing ways of market expansion, companies must find special ways to obtain comparative advantages. Because network expansion is very necessary to be carried out, especially for the business world which has a big goal in developing its products to the global arena, for its products to be better known by the wider community.

Meanwhile, Alfa Shoofa Batik in showing Kudus batik by providing education to the surrounding community & typical Kudus motifs. Many of the motifs produced by Alfa have been patented. In addition, the optimal form of service to Alfa Shoofa Batik consumers is the most important. The provision of exceptional services provides a competitive aspect. The perceived quality of service is the result of an evaluation process where customers compare their views to the service & the results, with what they want.

To create a product that has advantages, it takes employees who have quality, loyal, & honest. Quality human resources are the main drivers in the company. If a business is run by leaders & employees who have quality, then the company will be able to develop & run its business effectively & efficiently.

From the results of a study carried out by the author, Batik Muria Kudus is specifically carried out for success in developing human resources (Ulya, 2016). The six criteria include innovative, creative, diligent, honest, disciplined, & responsible. When this is creative & innovative is needed for the company as a factor to boost existence within the company, while perseverance, honesty, discipline & responsibility really need to be applied, considering that nowadays the honest side is getting thinner, then the six criteria must be owned by the company's operations, & if one of those criteria does not exist, then the company is difficult to reach competitively.

In addition, the results of research carried out by the author with Batik Alfa Shoofa, that in a business without competent human resources is one of the barriers to competition. HR training within the company determines the company's expertise in the face of competition, training & development is an important part for Alfa Shoofa, because it can improve the skills, abilities, & knowledge of employees. Because for this time it is very important to respond to a change, therefore it is necessary to carry out an up date to various new abilities & knowledge.

Training is an effort to improve the knowledge & expertise of employees in doing their work effectively & efficiently. Quality human resources are not enough if you want our company to be able to survive for a long time. Employee loyalty to the company is one of the important conditions in this case. The success of an organization, whether large or small, is not determined by existing human resources, but is largely determined by the quality of HR that has

the role of planning, doing, & controlling the bound organization. If employees have such a strong emotional connection with the company, then they will strive to provide the best for the company. Without any emotional attraction between employees & companies, employees only work just to carry out their obligations. They'll just work to find a monthly salary, & after that, it's done.

Basically, every company wants to be superior to its competitors. Companies that are constantly striving to improve performance & catch up have a better chance of being in a position than competitors. Many factors need to be considered in order to achieve the competitive advantages of a company. Innovation, technological development, & competitive advantage have a more complex relationship. When a new product becomes a strategic requirement, a company must be able to improve technology, knowledge, & updates to obtain new ideas. Market orientation as one of the organizational cultures will make the company more sensitive to its external needs. Apart from the demands of market orientation, renewal can be used as a strategy for why competitive advantage. Thus companies are required to choose & set strategies that can be carried out to survive in the competition.

Innovation can have meaning as a creative & interactive process in knowledge development activities, skill utilization, & use of experience that has the aim of creating products to provide added value both economically and socially for users of that product (Winarso, 2019).

Innovation in today's business world is not only popular, but has generally been seen as an absolute necessity. Various reasons are the cause, including the higher level of education of product users which in turn causes them to be more selective in buying the various products they want.

### **The Impact of Increasing the Creative Economy Potential of Batik in the Community of Kudus Regency**

The creative economy is a sector based on creativity that has used ideas & knowledge for important inputs to create an innovative creative work & product with added value that will be higher & have competitiveness (El Hasanah, 2015). The influence of the creative economy of batik is not only viewed from the economic field, but can have a social effect on society, because through a creative content obtained with the packaging of moral & cultural values that give positive things to be obtained to increase the sense of social tolerance in society along with increasing appreciation for society for its culture.

As explained by Batik Muria above, the existence of the creative economy of batik in Kudus has a significant effect on the surrounding area. This is in the form of employment, but on the other hand there are also obstacles, namely it is increasingly difficult to find workers who pursue batik.

In addition, from the results in the research of batik writer Alfa Shoofa that in the batik business that is run has an effect on the absorption of labor that can indeed be felt by employees. Because from interviews with existing employees, the dominant comes from the area around batik. By working at Batik Alfa they can drop off & pick up their children to school, not for example in the factory. In addition, it has an effect on imitation batik, which is currently on the rise. This presents an obstacle for the producers of original written batik. Daubaraite and Startiene in the book entitled "Utilization of Batik Creative Economy Potential Analysis in Innovation to Increase Comparative Advantage in the People of Kudus Regency". The influence of the creative economy can be through these 8 impacts: 1). The creative economy can reduce

the unemployment rate in the State. The increasing role of the creative economy in an economy could lower the country's unemployment rate, 2). The growth of the creative economy adds value to the contribution in GDP. The growing creative economy could boost the growth of contributions to GDP, 3). The creative economy can encourage the growth of a country's exports. Improving the quality and quantity of creative economy products produced can increase exports of creative economy products, 4). One of the most important influences of the creative economy on the economy of society is that the creative economy provides an opportunity for society to participate in the process of developing the creative economy, 5). The creative economy can have an impact on improving social and cultural development in society, 6). The result of increasing output produced by the creative economy can have an impact on improving the quality of life of the community, 7). The essence of the creative economy is based on the ability of society to provide added value to products. This provides more opportunities for young people who have creative ideas to be developed. So this can increase the employment opportunities of young people, and 8). The last part of the influence of the creative economy lies in the socioeconomic influence of the creative economy on society it self.

### **Conclusion**

The creative economy of batik in the people of Kudus Regency has great potential that can be developed to be able to compete, with unique & different motifs. Where the Kudus batik motif is made based on the history or icon of the city of Kudus. For example, tower motifs, parijoto, kretek dance, & others. In addition, the role of the government is also proof that Kudus batik has local attractions & potentials that can be developed in efforts to protect local culture. However, the obstacle at this time is the very minimal Kudus batik craftsmen. How to increase the comparative advantage of the batik creative economy in Kudus Regency, namely with the help of the government that supports the development of the creative economy in Kudus by providing coaching & training. Dinas provides convenience in terms of business licensing, patents the motives it can create, & provides convenience in providing capital loans to all MSME business actors in Kudus. In addition, the department also continuously dispatches MSME actors to participate in exhibitions outside the city, namely Kudus batik MSMEs. The impact of the creative economic potential of batik in the community of Kudus Regency, among others: 1). Creating job vacancies, 2). Preserving the culture of Kudus & improving the image of the region, 3). Multiple plagiarizing motifs, & 4). The increasing prevalence of imitation batik.

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