

Assistance in Ecoprinting Batik Production for Partners Post-PPK Ormawa Activities Based on Ecological Literacy in Panggung Village, Tegal City

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Abstract

This community service activity is a continuation of the previous activity, which was the creation of Ecoprinting batik, as part of the PPK Ormawa program. The sustainability of the Ecoprinting batik production process needs to be ensured, and this requires assistance. Community service activities in the form of assistance in Ecoprinting batik production based on Ecological Literacy, monitoring, and sustainability evaluation. Meetings with partners were held to identify the obstacles to the sustainability of batik production, provide materials on environmental sustainability, schedule batik production activities, assist in batik production based on ecological literacy, and develop a marketing plan for Ecoprinting batik. From the activity, the following data was obtained: the PPK Chairperson as the head of the ecoprinting batik artisans, the production schedule will include holidays, the location is in the tourist area of Pulau Kodok beach, and the material is environmental sustainability. Carried out in between batik production times. The marketing of Ecoprinting batik products is currently limited to the local community, entrusted to residents who own small shops or clothing stores. because the production is still not much, at the end of the service period, production is done if there are orders. Continuation of this program is necessary for the sustainability of production, including assistance in product creation and business analysis for participants who wish to become entrepreneurs, in order to improve family welfare.

Keywords: Ecoprinting, ecological literacy, sustainability

1. Introduction

The PPK Ormawa activities of the Student Association of the Fishery Resource Utilization Study Program at the Faculty of Fisheries and Marine Science, Pancasakti University Tegal, in managing the Mangrove ecosystem based on digital ecopreneurship, which were carried out in Panggung Village, Tegal Timur District, Tegal City, are considered to face sustainability challenges. Based on monitoring results, the production of ecoprinting batik stopped with the conclusion of the PPK Ormawa activities. The service activity on this occasion is the assistance in the production of ecoprinting batik based on ecological literacy.

2. Method

The activity began with a meeting with all members of the Mitra group. From this meeting, it is hoped that there will be discussions and problem-solving regarding the issues faced. This may occur due to poor timing or strained relationships among members, and such matters need to be addressed with the best possible solutions.

If the schedule has been arranged and the production agreement has been approved, then the procurement of raw materials and production assistance can be carried out. Between production times, there will be socialization on environmental sustainability and clean-up activities, as an implementation of love for environmental cleanliness, producing ecoprinting batik based on ecological literacy.

3. Results and Discussion

In 2023, one of the areas in the Panggung sub-district, specifically the tourist area of Pulau Kodok, was targeted and partnered with the PPK Ormawa activities of the Student Association of the Fisheries Resource Utilization Study Program at the Faculty of Fisheries and Marine Science, Pancasakti University Tegal. The activities were carried out in the management of the mangrove ecosystem based on digital ecopreneurship. Nine activities were conducted, including Ecoprint Making Training. According to the monitoring results of the Community Service Team, the production of Ecoprint Batik by the partners did not continue after the PPK Ormawa activities, so the Community Service Team initiated PKM activities to assist the partners in resuming production. Another issue is that the literacy or understanding of the community regarding ecology is still lacking, as seen from the still abundant waste in the area of Pulau Kodok. Based on discussions with the head of the partner group, several things have been agreed upon to be carried out in the community service activities by the team from the Fisheries Resource Utilization Study Program, including

- a. Identifying the constraints of unsustainable batik production
- b. Providing materials on environmental sustainability
- c. Creating a schedule for batik production activities
- d. Assisting batik production based on ecological literacy
- e. Developing a marketing plan for Ecoprinting batik

Identifying the Constraints of the Unsustainability of Batik Production

The results of the discussion with the partner group revealed several issues: They need someone who can be appointed as the head batik craftsman. difficulty determining production time, requires a special place for ecoprinting batik production. The step taken and agreed upon is to appoint the PKK Chairperson as the head of the ecoprint batik production group, with production time on national holidays and when there are orders. The production location was agreed upon in the tourist area of Kodok Island beach.

Providing Material on Environmental Sustainability

The production of ecoprinting batik based on ecological literacy is an activity that utilizes the environment while paying attention to its sustainability. Therefore, environmental sustainability materials are provided to partners to create a clean environment. The activity was followed by a beach clean-up movement and local environmental efforts. The team is monitoring and getting results.

Creating a Batik Production Schedule

The production schedule will be carried out on holidays, so it will not be every week or every month. This is because batik production requires a long series of activities, starting from material preparation to the finishing process.

Assistance in Batik Production Based on Ecological Literacy

One of the activities carried out is the utilization of the mangrove environment, specifically in the creation of ecoprinting batik. Ecoprint batik is a type of batik that uses natural materials as dyes, such as leaves, flowers, and plant stems. This technique is simple and does not require a machine. Ecoprinting is a printing technique using natural fabric dyes that is quite simple yet can produce unique and authentic patterns. The principle of its creation is through direct contact between leaves, flowers, stems, or other body parts containing color pigments with certain fabric media.



Figure 1. Finishing the ecoprint product

Developing a Marketing Plan for Ecoprinting Batik

In addition to environmental materials, business calculation materials are provided to foster interest among entrepreneurial partners. The challenge that arises is the marketing of the products. The results produced have not yet been marketed optimally.

4. Conclusion

Ecological literacy-based ecoprint batik is a type of batik that uses natural materials as dyes, such as leaves, flowers, and plant stems. The technique is simple and does not require machines, utilizing an environment based on sustainability. Training and providing environmental materials are going well, but the desire to develop the business is very lacking, so mentoring is still very much needed to keep the eco-printing batik production running.

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