

Batik

Indonesia's Overwhelming Heritage

WHAT'S INSIDE

One of Indonesia's cultural richness is its awesome traditional fabrics, created by local craftsmen in various provinces with batik being the most well-known. There are still many other beautiful ethnic fabrics in this country. Therefore, this edition of Export News provides huge information on this cultural heritage, which also provides economic potential to increase the welfare of Indonesian people.

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Dear awesome readers,

Happy New Year! Here we are in the year of 2016. In this first month, we wish you already have determined new goals to be achieved. We believe trade relations between Indonesia and its trading partners can be further improved.

To begin with, the January edition of Export News provides information about the awesome Indonesian batik. This fabric has obtained international recognition from the UNESCO as one of the world's cultural heritages.

In addition to the cultural aspect, batik also has economical aspect that generates additional income for local residents, mostly the craftsmen to improve their welfare. This increase in welfare will in turn provide positive impact for Indonesia as a nation. The development of batik industry has eventually enhanced the image of Indonesia by global consumers.

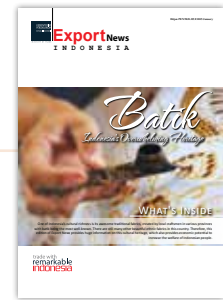
Besides batik, Indonesia also has other beautiful traditional fabrics from various provinces, such as rangrang from Lombok, tapis from Lampung, ulos from North Sumatera, songket from West Sumatera, sasirangan from South Kalimantan and many others. It is expected that these local ethnic fabrics will also gain the recognition from the UNESCO as the world's invaluable heritage.

As an effort to promote the variety of Indonesia's traditional fabrics, the Adiwastra Nusantara exhibition will be held on March 23-27 at Jakarta Convention Center in Jakarta. This event was first organized in 2008. This year, in accordance to the implementation of the ASEAN Economic Community (AEC), the Adiwastra Nusantara exhibition will also display traditional fabrics from other nations in the Southeast Asia region.

To sum up, the government and entrepreneurs must collaborate cooperatively to explore the economic potentials from the existing resources. This way, the citizens will reap economic benefits and at the same time improving the country's economic level.

Thank you.

Table of Contents



02 | *Editor's Desk*

03 | *Table of Contents*

04 | *Hot Issue*

Batik is only one of numerous traditional fabrics which come from Indonesian



06 | *Market Review*

Batik



10 | *List of Exporters*

11 | *Commercial Attaches*

12 | *Indonesian Trade Promotion Cent*



Batik is only one of numerous traditional fabrics which come from Indonesian. There are still a number of other ethnic fabrics such as rangrang, ikat woven, tapis, songket, ulos, sasirangan, besurek, and many others.

The huge variety of Indonesia beautiful traditional fabrics will be displayed in a nation-wide exhibition, the Adiwastra Nusantara. This event is an annual agenda that attracts visitors from Indonesia and abroad. This year, the Adiwastra Nusantara will be held on March 23-27 at the Jakarta Convention Center in Jakarta.

Adiwastra Nusantara was first held in 2008. At the 9th edition in March, the exhibition will have a theme of “Endless Creation in Fibers and Patterns”. Based on the theme, the Adiwastra Nusantara Foundation keen to explore and promote a number of Indonesian traditional fabrics from all provinces. More importantly, the fabrics are designed and produced the by small and medium enterprises (SMEs).

Batik

Synergizing the ASEAN Economic Community

The ASEAN Economic Community (AEC) has already started in December 2015. In this era, all entrepreneurs in ASEAN member countries must be prepared to compete with other businesspeople from their neighboring nations. Only the best will be the winner. Only superior product will reap the benefits from a huge single market of some 500 million people.

However, in addition to the trade performance, it will also be awesome to gather all wonderful fabrics from 10 ASEAN member countries. Thus, in organizing the 2016 Adiwastra Nusantara, the organizing committee also encourage craftsmen from 9 other ASEAN members



to participate in the exhibition which is supported by the Indonesian government.

The Ministry of Trade of Republic of Indonesia plays a role to boost the trade sector in Indonesia domestically, regionally and globally. One of the efforts to develop trade is by supporting and participating in various exhibitions as a way to promote Indonesian commodities, including traditional fabrics.

The industry of traditional fabric is classified into one of the creative economy sectors. Fabric is part of fashion industry, which is the second biggest contributor to Indonesia's GDP. Fashion industry is also able to create a large number of employments. Therefore, the Ministry of Trade through the Directorate General of National Export Development has committed to support and participate in the 2016 Adiwastra Nusantara exhibition.



"Ulos" from North Sumatera



"Besurek" from Bengkulu



"Tapis" from Lampung



"Gringsing" from Bali



Batik

The History

Comprehensively, batik is defined as a fabric with ornament (pattern and color) as an expression of a culture that has symbolic meaning which is believed by the local people, and is created by human resources with specific skill, by using 'canting' and/or stamp to carve a hot liquid wax called 'malam' as the color

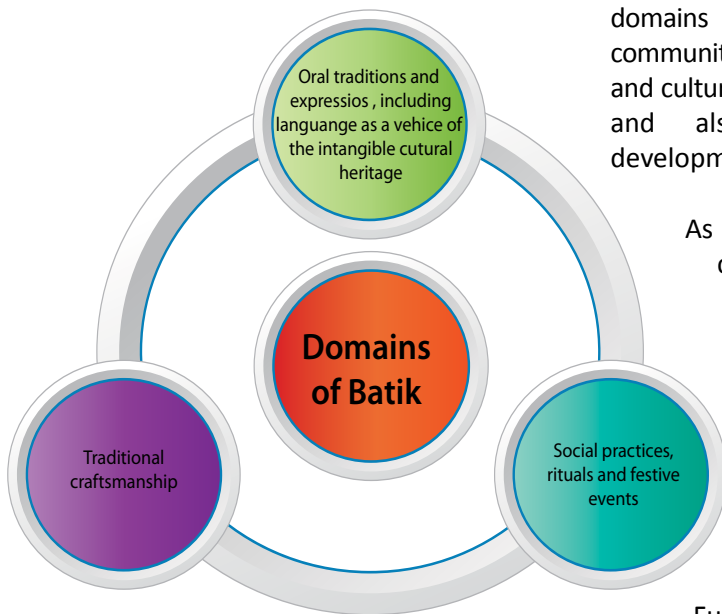
In order to gain a proper understanding of batik, it is important to know the correct definition of it. As written in The Preservation and Development of National Batik 2012-2025, which serves as the blue print for batik development, the word batik is formed by combining two Javanese words: amba (drawing) and titik (dot). Simply put, batik is defined as drawing dots.

Batik products are divided into four classifications: fine traditional craft; artisanal craft; commercial craft; and manufactured craft/mass production craft. It is also essential to acknowledge batik originality through the process applied and the media used. The media for batik includes fabric and non-

fabric, for example, guitars, cars, home decorations, ceramics, and many others. For batik applied on a fabric, it is important to know the tool used to draw the motifs or patterns. The original batik uses a device called canting to incise liquid wax called 'malam'. The process is conducted manually by a craftsman, which took several days or even weeks. Afterwards, the fabric will be colored by soaking it into water which has been poured with dye cloth. One soaking process will only produce one color. The next stage is sun drying. Thus, if there are five colors on a fabric, then it needs five stages of soaking and sun drying. Therefore, the original batik is priced much higher than those created by using a tool such as stamp or printed.

From Local Richness To Become World Cultural Heritage

Realizing that batik is an invaluable cultural heritage, the government of Indonesia, in co-operation with the craftsmen, experts, entrepreneurs, associations and also societies who care for and love batik, attempted to obtain the recognition from UNESCO (United Nations of Educational, Scientific, and Cultural Organization), that



domains are economy (people and community-centered development), social and culture (living tradition development), and also environment (eco-batik development).

As a result, the domains generate cultural values for Indonesian people in terms of a national identity that eventually elevate the proud and love to Indonesia. Furthermore, by preserving and sustainably developing it, batik has transformed to become a tool to unite the nation.

Further development is designed to realize the vision for batik industry in 2025 to “Make it as a living tradition in Indonesian society and to drive community-based economy with eco-friendly perspective”. Emphasizing this vision, all stakeholders involved in batik development agree to make local batik industry as an eco-friendly sector, in order to improve domestic market and expand it to the global market.

this artistic fabric is Indonesia’s intangible cultural heritage. The process to get the official recognition started on September 3, 2008, by preparing and compiling all documents and other materials needed. All documents were accepted by UNESCO on January 9, 2009. Next, there was close examination by this international organization, which took place in Paris, on May 11-14, 2009. Eventually, on October 2, 2009, UNESCO announced that batik is officially recognized as one of the world’s intangible cultural heritage from Indonesia. The date was then determined as National Batik Day and is celebrated each year by Indonesian people.

As exhibited in the figure below, there are three domains of batik, that make it determined as an intangible cultural heritage by UNESCO. Those three



TREMENDOUS ECONOMIC POTENTIAL



International Batik Center (IBC) in Pekalongan, Central Java
(Courtesy: The Jakarta Post)

In addition to cultural value, batik can improve the welfare of Indonesians, more importantly the craftsmen. Batik economic potentials consist of five main aspects: (a) establish a community-based creative economy or small-medium enterprises (SMEs); (b) the creation of numerous jobs and absorbs a large number of workforce; (c) empowerment of women towards the economy of the nation; (d) the enhancement of domestic markets due to the high economical values offered by batik products; and (e) strengthening the Nation Branding of Indonesia through significant export performance of batik which has uniqueness and high cultural value.

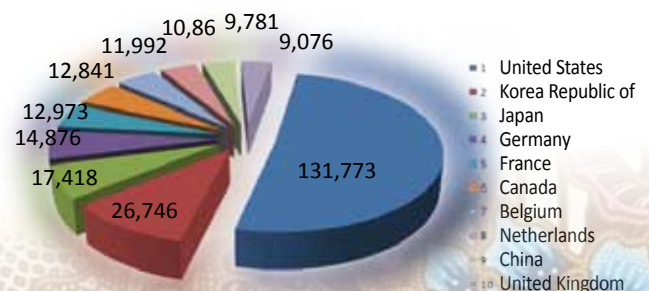
Pekalongan, a small city in Central Java province, is one of Indonesia's batik centers. Tourists visiting this town will be able to see that batik is a community-based industry. They can find that batik products are offered and sold in many houses there. Due to the developed batik industry, Pekalongan is also accepted as one of the 47 cities in the world that is

grouped in the Creative Cities Network of UNESCO.

Besides Pekalongan, there are still many other cities in Indonesia that are categorized as batik cities, such as Yogyakarta, Bantul, Sleman, Kulonprogo, Gunung Kidul, Surakarta, Sragen, Klaten, Batang, Pacitan, Sidoarjo, Bangkalan, Pamekasan, Cirebon, Indramayu, Garut, Tasikmalaya and many others. Batik made in this cities and towns are not only purchased by local residents, but also by visitors from other provinces and even from abroad. Therefore, the export performance of Indonesian batik exhibits a good trend.

During the 2010-2014 period, the export growth of batik from Indonesia to the world reached 153,75%. The export value skyrocketed from US\$22.32 million in 2010 to US\$340.77 million in 2014. Meanwhile, as of November 2015, the export value of batik reached US\$307.57 million. The main export destinations for this commodity are the United States (42.84%); Republic of Korea (8.70%); Japan (5.66%); Germany (4.84%); France (4.22%); Canada (4.17%); Belgium (3.90%); the Netherlands (3.53%); China (3.18%); and the United Kingdom (2.95%).

Indonesia batik export performance to the world (USD 000)



Batik for the World

Batik has already been acknowledged as one of culturally artistic products from Indonesia. Thanks for the recognition, currently batik has become one of the world's fashion styles. It can be seen from a number of Hollywood celebrities who wear batik in their daily lives such as Heidi Klum, Jessica Alba and Reese Witherspoon. Thus, it is not surprising that the majority of batik export from Indonesia is sent to the United States.

The success of batik penetration to the international markets was gained through a number of participations in various global trade exhibitions; both those taking place in Indonesia and abroad. For example, the Ministry of Trade supported the Indonesia Fashion Week and Jakarta Fashion Week that are held annually and attended by local and international fashion visitors.

Furthermore, the Ministry of Trade, in cooperation with Jakarta Fashion Week, also facilitates a number of designers who had the opportunities to display their fashion line ups and organizes fashion shows on the sidelines of global fashion

events. For example, Windri Widhiesta Dhari, a famous local designer with her label "NurZahra", successfully grabbed attentions from the audience at the Mercedes-Benz Tokyo Fashion Week in 2014, by exhibiting her masterpieces of Muslim fashion by using batik with natural coloring technique.



NurZahra collection is showcased in Mercedes-Benz Tokyo Fashion Week 2014

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Website : <http://www.danarhadibatik.com>
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F Food and Beverage

P Premium SME's Product

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