

The Role of Digital Catalogs in Preserving Pacitan Batik Cultural Heritage

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ABSTRACT

Keywords:

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Preservation of cultural heritage is key to maintaining national identity amidst globalization. Pacitan Batik, as part of a local culture rich in aesthetic and historical values, faces challenges in terms of regeneration and documentation. This study aims to identify the role of digital catalogs in preserving Pacitan batik and analyze its impact on society and the younger generation. Using a qualitative approach with a case study method in the Woro Srikandi Pacitan batik home industry, data were collected through interviews, observations, and document analysis. The results of the study indicate that digital catalogs not only function as documentation media, but also as a means of education and promotion. This catalog expands access to information about batik, increases cultural awareness, and supports learning and development of digital skills. However, limited infrastructure and digital literacy are still major obstacles. Therefore, synergy between artisans, government, educational institutions, and the community is needed to optimize the use of digital catalogs. In conclusion, digital catalogs have great potential in maintaining the sustainability of Pacitan Batik and can be a model for technology-based cultural preservation in other regions.

INTRODUCTION

Cultural heritage is an important element in shaping the identity of a nation. In Indonesia, which is known for its cultural diversity, this heritage includes various aspects such as art, tradition, language, and even handicrafts such as batik. Cultural heritage acts as a bridge between generations, as well as providing a deeper understanding of the history and noble values appreciated by society. In this case, batik, which was recognized as an intangible cultural heritage by UNESCO in 2009, has a very important role in strengthening national identity.

Cultural heritage serves as a significant basis in building national identity, strengthening social solidarity, and fostering a sense of pride in the uniqueness and diversity of local culture. In Indonesia, the abundant cultural diversity, ranging from art, music, dance, language, to traditional traditions, is a valuable asset that reflects the long history and noble values of society. Therefore, the preservation of cultural heritage is very important to maintain national identity, appreciate diversity, and ensure the continuity of cultural values amidst the challenges of globalization and increasing modernization (Mamik Indrawati & Sari, 2024).

Digital transformation has become a major driver in changing the business landscape across various industrial sectors (Febrilyantri et al., 2023). The craft industry, which is often considered the guardian of local culture and traditions, cannot escape this change (Hadiwijaya et al., 2023).

Pacitan Batik, with its unique patterns and manufacturing techniques, is a form of local cultural expression that is full of aesthetic and historical value. More than just clothing, this batik is a symbol of regional identity and a symbol of the social status of the

community. Pacitan Batik has its own special features when compared to batik from other regions, especially because its motifs are inspired by nature and local culture. This proves that Pacitan Batik not only functions as a craft product, but also becomes an important part of a broader cultural narrative.

As part of cultural heritage, batik plays an important role in shaping national identity. Each region in Indonesia offers a variety of distinctive batik motifs and techniques, including Pacitan Batik which grew and developed in the southern coastal area of East Java. The uniqueness of Pacitan Batik can be seen from the variety of motifs and colors that are different from other regions and reflect local values and historical traces of its people. Along the way, Pacitan Batik has experienced significant development, both in terms of function and aesthetic aspects. From being initially used as a long cloth in traditional ceremonies, now this batik has evolved into everyday clothing, indicating the ability to adapt to the development of the times without leaving its traditional roots.

Although Pacitan batik has high value, its preservation faces various challenges. Globalization and modernization have caused a shift in the interest of the younger generation towards traditional cultural heritage. Data from the Central Statistics Agency (2022) shows that only 30% of the younger generation are interested in studying and preserving batik. In addition, the lack of access to education and information about batik is also an obstacle to preserving this culture. This requires more serious efforts to preserve and promote Pacitan batik.

However, efforts to preserve cultural heritage such as Pacitan Batik face various challenges. Globalization, urbanization, and shifting values among the younger generation often lead to a decline in interest in local culture. The influence of foreign cultures, migration to big cities, and lack of awareness and education about the importance of preserving culture are serious obstacles. In addition, limited documentation and access to information about cultural heritage also increase the risk of losing traditional knowledge that has been passed down from generation to generation (Irawan et al., 2024).

In today's digital context, information technology provides new opportunities to preserve cultural heritage. One way to utilize this technology is through a digital catalog, which functions as a medium to document and disseminate information about Pacitan batik. According to research conducted by (Rahmawati et al., 2024), the use of digital catalogs can increase the accessibility of information and expand the promotion of Pacitan batik to the public, including the younger generation. Thus, digital technology has the potential to be an effective tool in strengthening cultural preservation efforts.

Developments in digital technology create new opportunities for the preservation of cultural heritage. The digitization process allows for the documentation, storage, and dissemination of cultural information more widely and easily accessible to the public. Through a digital catalog, information on the motifs, techniques, history, and philosophy of Pacitan Batik can be well documented. This not only helps prevent the loss of knowledge, but also expands access to education and cultural promotion to the international level. In addition, digital technology supports more dynamic and direct interactions between communities and their cultural heritage, and opens up

opportunities for cross-regional and cross-generational collaboration ((Article The Influence of Technology on Culture and Social Change (BPK Penabur, 2025).

Based on the background above, the aim of this study is to identify the role of digital catalogs in preserving Pacitan batik and to analyze the impact of digital catalogs on society and the younger generation.

RESEARCH METHOD

This study uses a qualitative approach to explore the role of digital catalogs in preserving Pacitan batik cultural heritage. A qualitative approach allows researchers to understand complex social phenomena, such as the interaction between digital technology and local culture. This study aims to identify the role of digital catalogs as a tool to document, promote, and preserve Pacitan batik which is rich in historical and cultural values.

The type of research conducted is a case study with a location in the home industry of batik Woro Srikandi Pacitan, with a focus on the digital catalog of traditional motifs made. Through a case study approach, researchers can analyze the implementation of digital catalogs and their impact on society and batik artisans.

Data collection techniques included interviews, participant observation, and document analysis. Interviews were conducted with Woro Srikandi batik artisans. Observations were conducted at the artisans' locations to understand the motif creation process and their intended meaning. Furthermore, document analysis included a review of existing digital catalog content, including motif descriptions, images, historical information, and an analysis of questionnaire results.

Data analysis was conducted using a thematic analysis approach. Data obtained from interviews and observations will be grouped into relevant themes, such as the impact of digital catalogs on cultural preservation, community involvement, and challenges faced. Through this analysis, researchers can draw conclusions about the effectiveness of digital catalogs in supporting the preservation of Pacitan batik.

The validity of the data in this study was maintained through source triangulation. By collecting data from various sources, including interviews, observations, and documents, researchers can ensure that the information obtained is accurate and reliable. In addition, researchers also conducted member checking, where the results of interviews and initial findings were conveyed to informants to obtain feedback and confirmation. In this way, researchers attempted to increase the credibility and validity of this study.

In this study, the number of questionnaire respondents involved was 45 respondents, consisting of 34.15 students, 65.9% educators, 4.5% craftsmen, and 6.8% of the general public, with the following age range details.

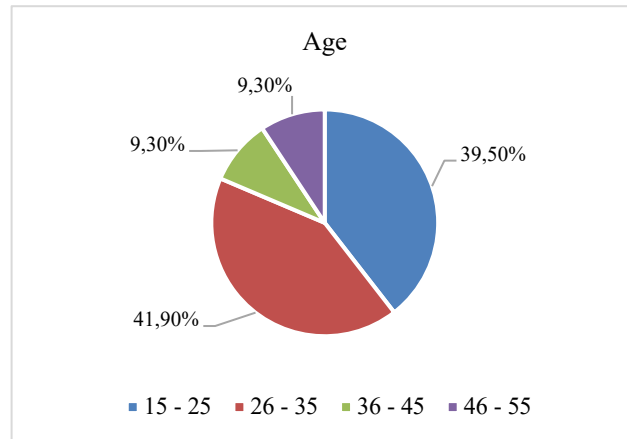


Figure 1. Age range of respondents

RESULTS AND DISCUSSION

Pacitan Batik Digital Catalog

The Pacitan batik digital catalog is one of the innovations in an effort to maintain and preserve cultural heritage. This catalog not only displays various batik images, but also includes a complete description of each motif, manufacturing technique, and the philosophical meaning contained therein. Here is an example of a digital catalog page for batik motifs from the Woro Srikandi home industry batik.

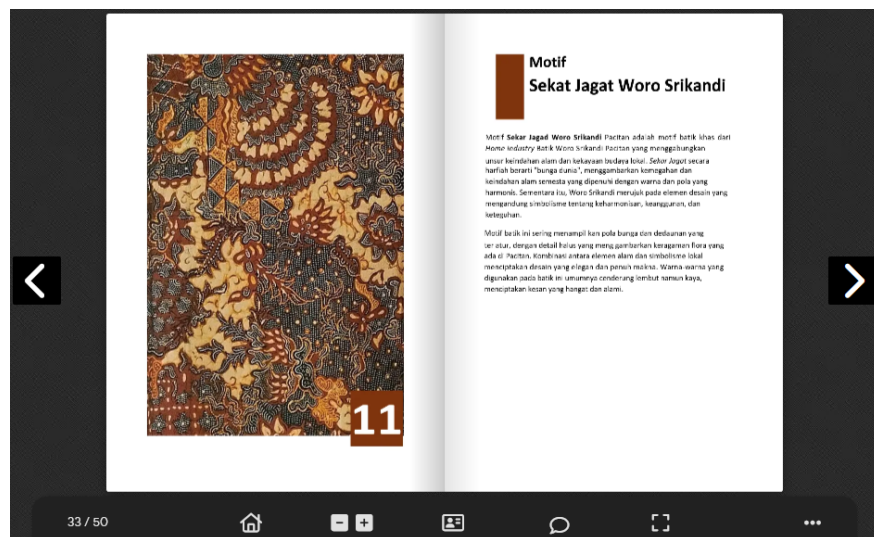


Figure 2. Sekat Jagat Woro Srikandi motif

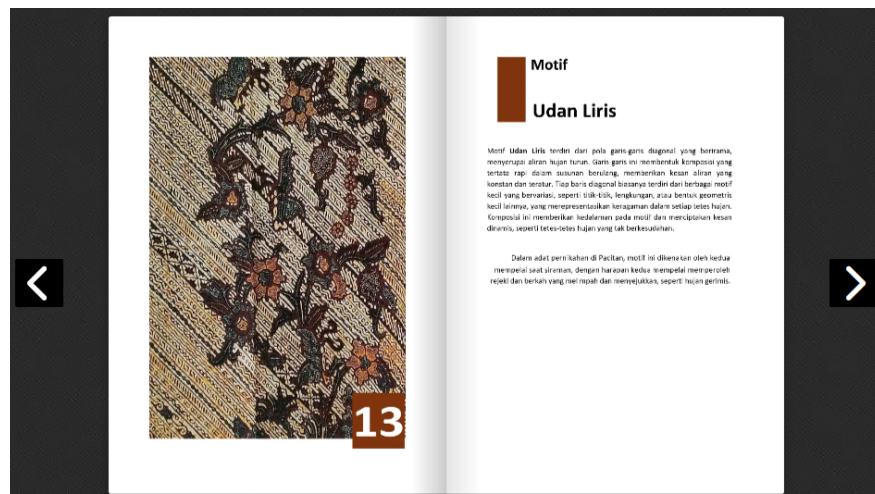


Figure 3. Udan Liris motif

A more complete digital catalog of Woro Srikandi Pacitan batik motifs can be seen in the following QR code.



Figure 4. QR code for digital catalog of batik Woro Srikandi Pacitan

This digital catalog can be accessed through various platforms, including the official website and mobile applications available for download on Android and iOS devices. The purpose of using this platform is to reach a wider audience, including the younger generation who are more familiar with technology. By utilizing digital platforms, Pacitan batik artisans can expand their market and users can easily get the information they need.

The Role of Digital Catalogs in Preservation

Digital catalogs play a very important role in disseminating information about Pacitan batik, both for local and international communities. With easy access to information, people can learn more about the history and values contained in batik. This is in line with government initiatives aimed at increasing cultural awareness among the community.

The digital catalog also plays an important role in increasing accessibility for people who previously had difficulty in obtaining information about Pacitan batik. With this catalog, individuals from various regions, even from abroad, can easily access information related to Pacitan batik.

According to the results of a questionnaire on the role of digital catalogs in preserving traditional Pacitan batik motifs, 85.7% of respondents stated that digital catalogs are very helpful in preserving Pacitan batik, 64.3% of respondents stated that they are very interested in learning more about Pacitan batik, and 52.4% stated that they are very interested in purchasing Pacitan batik products. The complete graph is as follows.

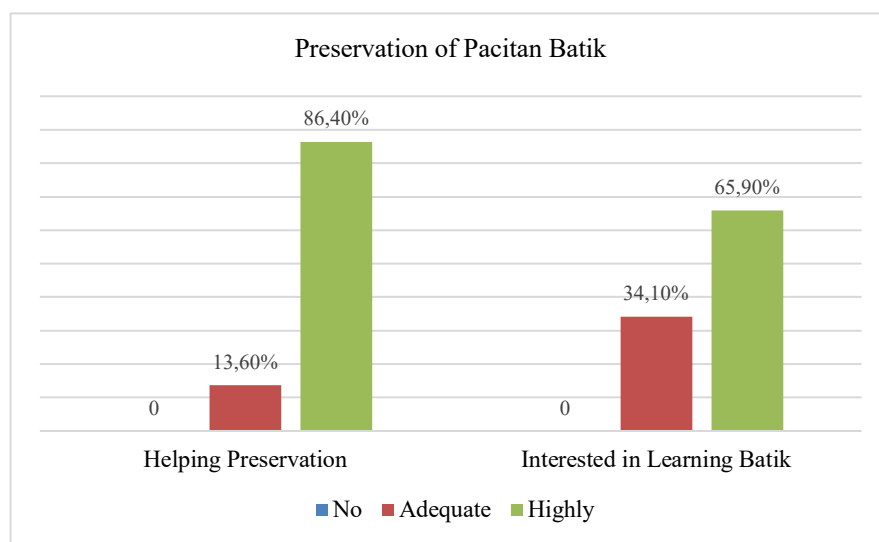


Figure 5. The Role of Digital Catalogs in the Preservation of Pacitan Batik

The Role of Digital Catalogs in Education

Digital catalogs are one of the important innovations in preserving cultural heritage, including in the educational environment. In the world of education, catalogs are not only a documentation tool but also an interactive learning medium to introduce cultural values to the younger generation. Digital catalogs allow students, teachers, and the wider community to access information about motifs, history, philosophy, and techniques for making Pacitan batik easily and quickly.

With the digital catalog, learning materials about batik are no longer limited to textbooks or direct visits, but can be accessed anytime and anywhere via digital devices. This is very helpful in introducing Pacitan batik to elementary school children to college students, as well as broadening their horizons about the richness of local culture (Indriani, Verra Vidia, 2021).

Regarding the role of digital catalogs in learning activities, a distributed questionnaire revealed that 84.1% of respondents stated that the digital catalog was very suitable for learning, and 65.9% expressed interest in learning more about Pacitan batik. The graph below illustrates this.

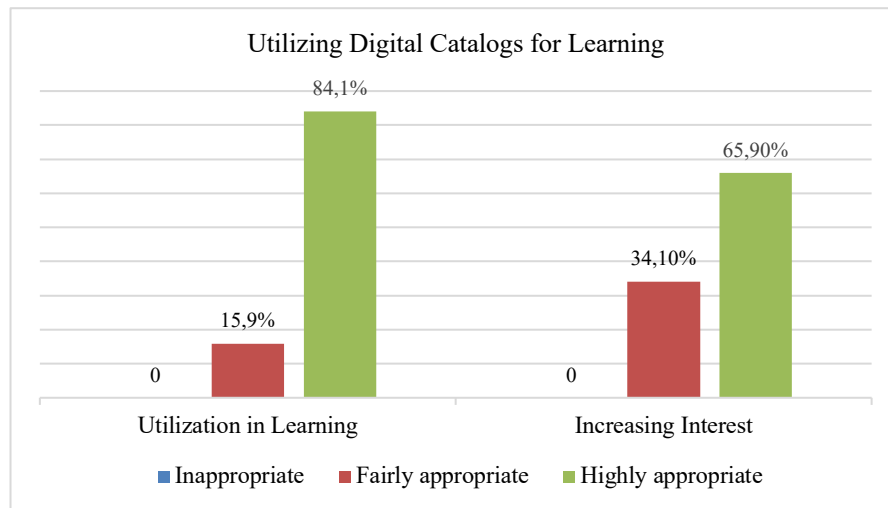


Figure 6. *Utilization of Digital Catalogs for Learning*

The use of digital catalogs in education encourages the creation of a more interactive and adaptive learning process. Students can learn Pacitan batik motifs through images, videos, and digital simulations, so that learning becomes more interesting and easier to understand. Batik training activities in Pacitan, for example, have utilized a digital approach to introduce batik techniques while teaching product marketing through online platforms. Thus, digital catalogs also support the development of 21st century skills, such as digital literacy and entrepreneurship.

Digital catalogs play an important role in documenting batik motifs that may be less well-known or endangered. With digital documentation, these motifs can be studied and passed on to the next generation in a systematic and structured manner. Recent research shows that artificial intelligence (AI) technology applied to digital catalogs can help recognize and classify batik motifs automatically, thereby accelerating the process of inventory and cultural preservation. In addition, digital catalogs also make it easier for teachers and students to conduct comparative studies, research, and develop new motifs based on local wealth (Nugraha, 2016).

As support, questionnaire data shows that 43.2% of respondents stated that the digital catalog can improve students' understanding of Pacitan batik motifs, 43.2% of respondents stated that the catalog makes it easier for teachers to deliver material, and 20.5% of respondents stated that the catalog attracts students' interest in learning batik. The data is presented in the following diagram.

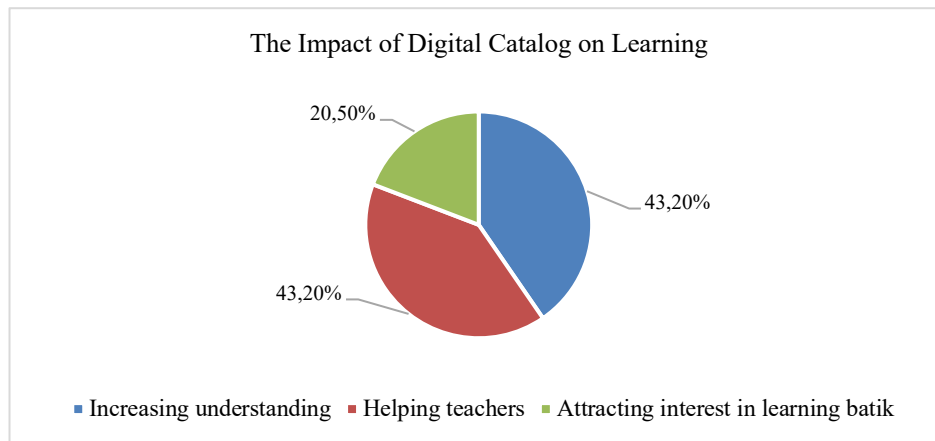


Figure 7. Impact of Digital Catalogs on Learning

Through the digital catalog, students can understand the philosophy and meaning behind each Pacitan batik motif. This fosters a sense of pride in the region's cultural heritage, strengthens local identity, and encourages active participation in cultural preservation efforts. Learning activities integrated with the digital catalog can also foster students' interests and talents in the arts and prepare them to become creative economic actors in the future.

Impact of Digital Catalogs on Society

Digital catalogs have played an important role in increasing public understanding of the cultural values of batik. Through easier access to information, people become more appreciative of the existing cultural heritage. This awareness is very important to encourage public involvement in efforts to preserve culture.

The younger generation has an important role in maintaining and preserving culture. The digital catalog provides an opportunity for them to participate in batik preservation efforts, both as consumers and craftsmen. Through various training programs and workshops offered in the catalog, many young people are starting to be interested in learning batik.

Based on the distributed questionnaire, data obtained showed that 86.4% of respondents stated that the digital catalog was very helpful in preserving Pacitan batik, 84.1% of respondents stated that the catalog significantly increased knowledge, 50% expressed interest in purchasing Pacitan batik, and 65.9% expressed great interest in learning more about Pacitan batik. The data is displayed in the following diagram.

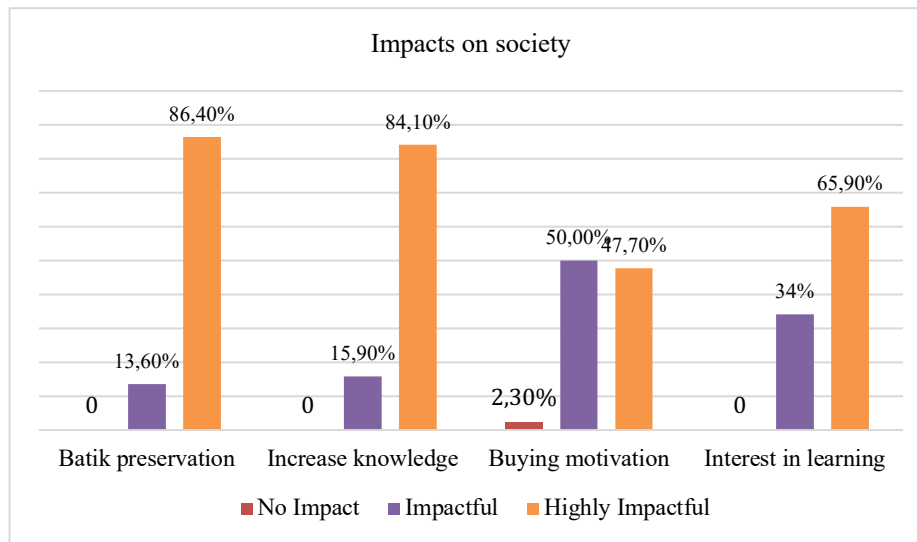


Figure 8. Impact of Digital Catalogs on Society

Digital catalogs play an important role in encouraging synergy between batik artisans and various related parties, such as the government, educational institutions, and the private sector. This collaboration aims to create an ecosystem that supports the preservation of batik. For example, a number of artisans have established partnerships with universities to conduct research and development of more innovative batik products. This collaboration not only strengthens the network between artisans, but also opens up new opportunities in the development of batik products.

Challenges and Obstacles Faced

Although digital catalogs offer a number of advantages, the main challenge faced is the limitations in technology and infrastructure. Not all batik artisans have sufficient access to technology, especially in rural areas. This can prevent them from making the most of digital catalogs.

The low level of digital literacy among artisans is one of the obstacles in utilizing digital catalogs. Many of them are not yet familiar with digital technology, so they have difficulty marketing their products online. Therefore, there is a need to improve digital literacy training programs to help artisans understand how to use digital catalogs effectively.

Competition with batik products from other regions is a significant challenge for Pacitan batik. With the many variations of batik available in the market, Pacitan batik needs to highlight its uniqueness and quality. Digital catalogs should not only function as a medium of information, but also as a tool to show the uniqueness of Pacitan batik compared to products from other regions.

CONCLUSION

The digital catalog plays an important role in preserving Pacitan Batik by providing easy access to information on motifs, techniques, and history of batik through technology that is increasingly well-known to the public. Its existence is not only as an archive, but also as an educational and interactive media that can increase cultural awareness, community

involvement, and digital skills of artisans. Similar catalogs need to be developed for batik motifs from other regions in Indonesia so that the younger generation and the general public can more easily learn about one of their cultural riches and subsequently contribute to efforts to preserve it. Support from the government, academics, and the community is crucial in developing this catalog, which can also be a model for preserving digital culture in other regions. Collaboration and active participation of all parties are the keys to the success of preserving cultural heritage sustainably.

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