

## The Research of Sidoarjo Batik in East Java

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**Abstract :** Batik is one of the most prominent expressions of cultural identity in Indonesia. On October 2009, UNESCO designated Indonesian batik as “a masterpiece of oral and intangible heritage of humanity”. The center of batik Indonesia is in middle of Java where there is center of Javanese royalty in the 17th century (known as classic batik). The development of batik spread to wide range of area in Indonesia, including in Sidoarjo city, East Java - Indonesia. Sidoarjo batik actually has long been around long time and is known as batik using bright colors, very different from classic batik. The aims of this study is to determine the kinds of ornament of Sidoarjo batik currently as one of the locally-based creative industry and to figure out how the attempt to sustainability of Sidoarjo batik from owner and government. The research is conducted in Jetis Village in Sidoarjo city known as village of batik. There is some batik business and batik maker in there. The research method used in-depth interview to search information about ornament of Sidoarjo batik and to analyze the attempt of business owner and government to sustainability of Sidoarjo Batik. In-depth interviews to batik business owners are used to determine the kinds of ornament of Sidoarjo Batik currently and how their attempt to maintain the existence of Sidoarjo Batik. In-depth interviews are also conducted to government to figure out how the support the sustainability of Sidoarjo batik. The result or research will introduce local products of Sidoarjo community to global market and increase knowledge about traditional textile design in one part of the world.

**Keywords :** Sidoarjo Batik, Traditional Textile, Ornament, Creative Design.

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