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Fostering Rayo's Product Uniqueness through Batik Training with Sanggar Salingka Tabek

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ABSTRACT

Sanggar Rangkiang Salayo, a women's business group specializing in knitting, strives for continuous innovation to ensure consumers' sustainability of its product acceptance. One innovative approach involves integrating knitting with batik patterns in each new product. To maintain the sustainability of creating combination products with unique batik motifs that can serve as the hallmark of Rayo products, the Sanggar Rangkiang participated in a training program in collaboration with Salingka Tabek Batik, renowned as a producer of distinctive Solok batik. The training method employed included training and mentoring in both hand-drawn and stamped batik, covering various stages such as fabric washing, design sketching, wax application, and coloring. At each stage, participants received guidance from instructors at the Salingka Tabek batik center. Through this training, members of the Rangkiang Salayo Studio expanded their skills from knitting to mastering hand-drawn and stamped batik and successfully created several batik designs. These designs were later incorporated into woven bag products, adding a unique signature touch and increasing the value of Rayo products in the market.

Keywords: handmade, knitting-batik combination, Rangkiang Salayo, women-local business group

INTRODUCTION

In recent years, the role of women's business groups in fostering entrepreneurship and creative industries has gained increasing attention. These groups not only empower women economically but also contribute to preserving and innovating traditional craftsmanship. One such initiative is the Sanggar Rangkiang Salayo Women's Business Group, which brings together housewives with a shared interest in knitting and entrepreneurial development. Their activities reflect a broader trend in the creative economy, where traditional skills are transformed into sustainable business opportunities. The Sanggar Rangkiang Salayo Women's Business Group consists of housewives who possess knitting skills and a strong enthusiasm for developing their craftsmanship and entrepreneurial activities (Juita et al., 2022). The art of knitting has gained significant interest among the women in this group, as it is a timeless craft capable of producing products that remain attractive and marketable to various consumer segments (Chandra et al., 2021). Beyond its artistic appeal, knitting not only provides relaxation and enjoyment for practitioners but also presents potential income opportunities, fosters the growth of the creative economy, and offers various other benefits to enthusiasts (Masiah & Adawiyah, 2020). The knitting techniques employed by the group's members have evolved over time,

facilitated by the accessibility of references from multiple sources, which have enabled them to explore variations in design, models, and motifs (Karp, 2018; Linssen, 2016; Stanfield, 2009).

Since 2020, Sanggar Rangkiang Salayo has undertaken various initiatives to enhance its members' skills, refine product quality, increase sales, and improve financial record-keeping and reporting (Juita & Oktaviani, 2023). While knitting remains the group's core craft, product innovation has expanded through the incorporation of batik as a complementary element, adding greater aesthetic and market value to the knitted products. To ensure a sustainable supply of unique batik patterns that can serve as a signature feature of this combined product line, in 2023, Sanggar Rangkiang established a strategic collaboration with UKM Batik Salingka Tabek, a well-known producer of high-quality batik in Solok Regency. Batik craftsmanship has long been recognized as a lucrative entrepreneurial avenue, providing significant income potential within the creative industry (Ningrum & Nusantara, 2018).

In response to this collaboration, UKM Batik Salingka Tabek, in partnership with the Research and Community Service Institute (LPPM) of Andalas University, extended an invitation to Sanggar Rangkiang Salayo to participate in a batik training program. Given resource limitations, the group selected ten of its most skilled members to undergo specialized training in hand-drawn batik (*batik tulis*) and stamped batik (*batik cap*) at the Batik Training Center of Salingka Tabek in Kotobaru, Solok Regency. The training focused on the canting technique for hand-drawn batik and the use of stamps for creating uniform patterns—both widely recognized methods in batik production (Faqiha, 2021).

The implementation of this training program is expected to yield several benefits. Firstly, it aims to enhance the batik-making skills of Sanggar Rangkiang members, ensuring higher craftsmanship standards in their product offerings. Secondly, it serves to support the long-term sustainability of the Rayo brand—Sanggar Rangkiang's signature batik-knit product line. Additionally, this initiative opens doors for further collaborations with UKM Batik Salingka Tabek, potentially leading to the development of exclusive batik patterns unique to Sanggar Rangkiang. By integrating batik motifs that reflect the distinct cultural identity of Salayo, the group not only contributes to the economic well-being of its members but also plays a vital role in preserving the region's artistic heritage for future generations.

METHOD

The successful mastery of hand-drawn (*batik tulis*) and stamped (*batik cap*) batik-making techniques requires a well-structured training approach. To ensure that participants from Sanggar Rangkiang Salayo effectively acquire the necessary skills, a combination of instructional methods was employed during the training sessions. These methods were carefully selected to align with the learning objectives and to maximize participants' ability to independently create high-quality batik products. The training program was designed to be comprehensive, encompassing theoretical knowledge, hands-on practice, and supervised mentoring to reinforce skill development.

The training incorporated three main methodologies to facilitate effective learning:

1. Lecturing Method

Although the training primarily focused on practical skill-sharing, an initial theoretical session was conducted using the lecturing method. This session aimed to introduce participants to the philosophy of batik-making and provide a structured understanding of the entire production process. The lecturing approach is commonly used to deliver key knowledge, allowing trainers to convey essential concepts, techniques, and guidelines related to batik craftsmanship (Azis, 2022). During this session, Mr. Yusrizal, the

owner of Batik Salingka Tabek, provided an in-depth explanation of the batik-making process. This included the preparation stage, execution techniques, coloring process, and finalization of batik products. Participants were also introduced to various tools and materials essential for creating batik, step-by-step procedures, and quality control techniques to ensure the best possible outcome for their batik products.

2. Practical Method

Following the theoretical introduction, participants proceeded to the hands-on practice phase, where each trainee was provided with a complete set of batik-making tools and materials. The practical method enabled participants to apply the concepts they had learned by directly engaging in the design and production process. For hand-drawn batik (*batik tulis*), participants manually created their designs either by sketching directly on the fabric or by tracing pre-designed patterns from paper templates. In contrast, for stamped batik (*batik cap*), participants used pre-prepared stamp designs, ensuring uniformity in their batik patterns. This approach allowed them to experience different design techniques and gain hands-on familiarity with various batik styles.

3. Mentoring Method

During the practical implementation phase, participants carried out their batik-making activities at the Batik Salingka Tabek Training Center, where they received continuous mentoring and supervision. Trainers closely monitored the production process, providing guidance, feedback, and corrective measures whenever necessary. Participants were also granted access to additional batik-making equipment at the training center to enhance their work. If any errors or inconsistencies were identified that did not meet the expected quality standards, trainers provided immediate suggestions for improvement. This learning-by-doing approach helped participants develop problem-solving skills in real-time, strengthening their ability to handle challenges that may arise in batik production.'

By the end of the training, participants not only gained expertise in traditional batik-making but also acquired the ability to apply these skills in creating high-quality batik-knitted combination products under the Rayo brand. This initiative enhances their competitiveness in both local and national markets, fostering a sustainable entrepreneurial ecosystem within Sanggar Rangkiang Salayo. The step-by-step execution of the training activities using the above methods is outlined in the Figure 1.

RESULTS AND DISCUSSION

The hand-drawn (*batik tulis*) and stamped batik (*batik cap*) training in collaboration with UKM Batik Salingka Tabek was conducted from November 1–3, 2023, at the Salingka Tabek Batik Training Center in Solok Regency, West Sumatra. The training was attended by 10 selected participants from Sanggar Rangkiang, one professional trainer (the owner of UKM Batik Salingka Tabek), and the implementation team from LPPM Universitas Andalas.

Using the lecturing method, the trainer provided explanations on the stages and techniques of batik-making. Participants were introduced to the essential preparations, techniques, and step-by-step processes involved in creating hand-drawn and stamped batik, ensuring they had a solid foundation before engaging in practical application (Figure 2).

Preparation stage:

The Community Service Team, in collaboration with UKM Batik Salingka Tabek, prepared the training materials and all necessary batik equipment for hand-drawn (*batik tulis*) and stamped batik (*batik cap*). Each participant was provided with the required tools, including fabric, stoves, stamping equipment, dyes, and other essential materials, enabling them to practice independently after the training.



Training stages:

- The trainer delivers the material using the **lecturing method**, explaining all the **techniques and stages of hand-drawn (*batik tulis*) and stamped batik (*batik cap*)**, accompanied by examples.
- Participants **practice all the techniques and batik-making skills** learned during the session by designing their own batik patterns using the provided examples.



Product development mentoring stages:

- Each participant is provided with the necessary tools and materials for making hand-drawn (*batik tulis*) and stamped batik (*batik cap*).
- During the batik-making process, the training takes place at the Salingka Tabek workshop, where the trainer and staff mentor participants for approximately three days until the products are completed.
- Once the batik products are finished, the process continues with mentoring, quality control, and supervision of the knitting integration by the LPPM team and the Sanggar Rangkiang management.

Figure 1. The steps of program



Figure 2. Explanation of the techniques in hand-drawn and stamped batik making

After receiving the initial explanation, participants were provided with demonstrations on how to prepare and sketch batik designs, either manually or using pre-printed patterns on paper or cardboard. At this stage, participants also received guidance on selecting motifs, including an overview of the complexity of different patterns and strategies to overcome challenges in canting (wax application) and coloring techniques.



Figure 3. Explanation of batik design techniques

Following the practice session, each participant was provided with the necessary tools and materials to begin their practical session in hand-drawn batik (*batik tulis*) making. Participants then proceeded to prepare and sketch their individual designs onto the fabric. Once the designs were successfully outlined on the batik cloth, they moved on to the canting (wax application) process, as illustrated in Figure 4 and 5 below.



Figure 4. The process of outline design on the batik cloth



Figure 5. Design creation, wax application process, and the resulting waxed of batik

In addition to the documentation of the canting (wax application) process, which was supervised by the trainer and members of UKM Batik Salingka Tabek. The figures above also showcases the completed batik designs that have undergone the waxing stage. Throughout the batik-making practice, members of Sanggar Rangkiang were closely guided by the LPPM team and trainers, ensuring that every step was executed correctly. When participants encountered challenges or difficulties, the trainer provided immediate assistance and guidance to address any issues. Upon completing the canting stage, participants proceeded to the batik coloring process. The results of the hand-drawn batik coloring practice, completed by members of Sanggar Rangkiang, are presented in Figure 6.

Although the coloring results of the hand-drawn batik were not yet perfect in terms of neatness, color quality, or design precision, the training participants (mostly older women) demonstrated remarkable enthusiasm and perseverance. Their dedication to create refined, neat, and high-quality batik were evident in the coloring outcomes. The batik pieces with sufficiently neat coloring will later be used in the production of knitted and batik combination bags, further enhancing their artistic and commercial value.

Following the completion of hand-drawn batik (*batik tulis*) practice on the first day, participants continued their training by exploring the stamped batik (*batik cap*) technique on the following day. They were introduced to the batik stamping process using pre-designed stamps owned by UKM Batik Salingka Tabek. After observing the stamping process together, participants were given the opportunity to apply their knowledge by creating their own stamped batik designs, selecting from the available stamp patterns. This hands-on experience allowed them to practice the technique and refine their skills under the guidance of the trainers.

Throughout the training, participants took full advantage of every opportunity to reinforce their knowledge and hands-on experience across the various stages and techniques of hand-drawn (*batik tulis*) and stamped batik (*batik cap*) making. Although only around 10 members of Sanggar Rangkiang were able to participate in the training and practice sessions, the learning process does not stop there. Those who have mastered the batik-making techniques will share their knowledge with fellow Sanggar Rangkiang members, ensuring that those who were unable to attend the training can still learn and develop the skills to create hand-drawn and stamped batik. This initiative aligns with the group's internal commitment to continuous growth, where members actively share knowledge and skills, fostering a collaborative learning environment that benefits everyone.

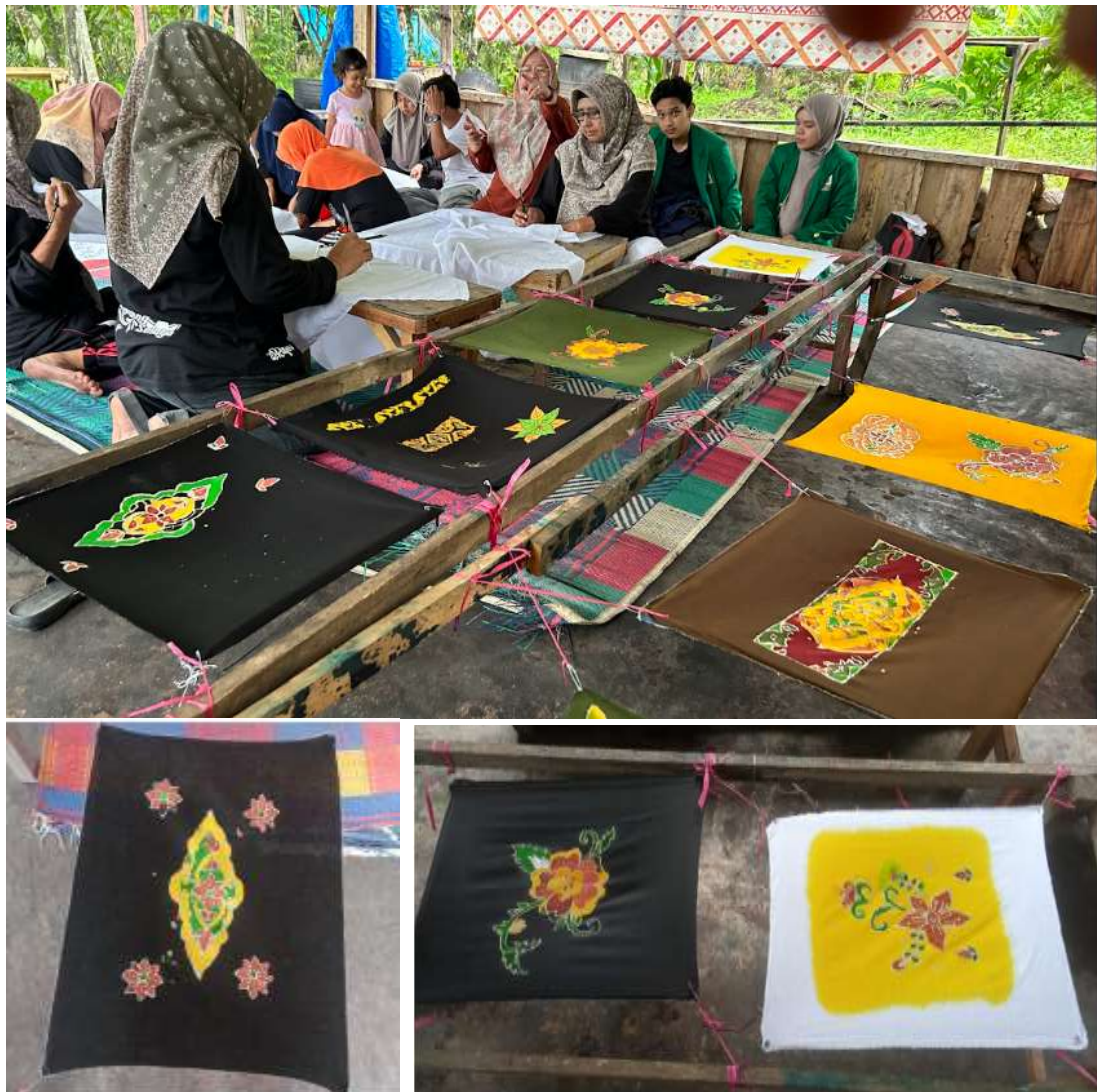


Figure 6. Training participants practice designing hand-drawn batik (*batik tulis*) with a background featuring previously colored hand-drawn batik results.



Figure 7. Training participants observe and learn the stamped batik process

Following the completion of the batik-making training and mentoring sessions, participants were given approximately three weeks to create knitted bags, which would be combined with the hand-drawn (*batik tulis*) and stamped batik (*batik cap*) fabrics they had produced during the training. The final knitted and batik combination bags, serving as tangible outputs of the training program, can be seen in Figure 8 below.



Figure 8. Knitted and batik combination products from the training

Based on the above explanation, this initiative has generated several value-added outputs for Sanggar Rangkiang Salayo, including:

1. Approximately six pieces of hand-drawn (*batik tulis*) and stamped batik (*batik cap*) fabrics are now available as ready stock, which can be used to produce knitted and batik combination products under the Rayo brand.
2. Around eight knitted and batik combination bags have been successfully produced and are ready for market distribution, with a price range starting from IDR 150,000.

This training program has proven to be highly beneficial for the sustainability of Sanggar Rangkiang's signature products, particularly its knitted and batik combination items. Sanggar Rangkiang has gained the ability to produce its own batik with unique designs, establishing a distinct identity for its knitted and batik fusion products from the Sanggar. Both the trainer and the LPPM team expressed satisfaction with the outputs of the training program, particularly the quality of the batik produced by participants. Moving forward, this training is expected to further enhance Sanggar Rangkiang's competitiveness by enabling it to consistently produce high-quality, uniquely designed Rayo products that appeal to a wider consumer base and market (Juita et al., 2022).

CONCLUSION

The Research and Community Service Institute (LPPM) of Universitas Andalas, in collaboration with UKM Batik Salingka Tabek, organized a training program aimed at equipping Sanggar Rangkiang members with batik-making skills, particularly for the production of knitted and batik combination products under the Rayo brand. This training focused on hand-drawn (*batik tulis*) and stamped batik (*batik cap*) techniques, expanding the innovation and product variations within the Rayo collection. Beyond enhancing batik craftsmanship, this initiative also paved the way for future collaborations with UKM Batik Salingka Tabek, creating opportunities for Sanggar Rangkiang members to become partners in fulfilling batik orders. This partnership is expected to generate additional income for participants, further strengthening their economic resilience.

The impact of the training program is evident in the various batik fabrics and knitted-batik combination bags produced, as well as in the internal knowledge-sharing among members. Additionally, the market demand for these combination products presents a

promising revenue stream for the artisans. By equipping members with valuable skills, this initiative fosters collaboration and creativity, ensuring the continuous development of unique and high-quality knitted products from Sanggar Rangkiang. Moving forward, efforts to strengthen Sanggar Rangkiang's business model will focus on enhancing product packaging, branding through various promotional activities, and improving marketing strategies. Utilizing social media and digital platforms will be a key strategy to expand market reach and attract a broader consumer base.

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