

ABSTRACT

Batik Tulis is creative product of Indonesia's national cultural heritage that has been recognized by the world. Batik Tulis, one of the local characteristics of Pekalongan Regency, has a potential that can be relied upon to boost the regional economy. However, the production system, marketing, human resources and technological conditions become obstacles in the development of Batik IKM. The purpose of this research is to determine policy priorities for the development of a production aspect, marketing, human resourch, and technology -based local economy in the Batik IKM of Wiradesa District, Pekalongan Regency.

This research use Analytical Hierarchy Process (AHP) method. Before using AHP method, the validity dan reliability test were done. The AHP method is use to analyze the policy development of local economic basis of IKM Batik Tulis creative industry in Wiradesa, the sub-district of Pekalongan that based on 4 different aspect which are production, marketing, human resourch, and technology. The group of respondents who were sampled in this research are the key person and the employee of Batik Tulis itself. The key person respondent divided by 5 respondent who understood about IKM Batik Tulis and 30 employee of IKM Batik Tulis.

The result showed that policy priority to develop local economic in creative industry of IKM Batik Tulis in Wiradesa, sub-district of Pekalongan are production aspect is management training and creativity in production with 0,05 inconsistency ratio, marketing aspect to distribute Batik Tulis products through e-commerce with 0,07 inconsistency ratio, human resourch aspect is creativity and inovation improvement training with 0,02 inconsistency ratio, and technology aspect is batik waste treatment technology with 0,05 inconsistency ratio. The inconsistency ratio value from four aspects are less than 0,1, which means that the analysis is consistent and acceptable to be a priority in local economic development based on creative industry of IKM Batik Tulis in Wiradesa, sub-district of Pekalongan.

Keywords : IKM Batik Tulis, Local Economic Development, Analytical Hierarchy Process (AHP)