

THE POLICY LANDSCAPE: ENABLING CULTURAL HERITAGE BUSINESSES THROUGH GOVERNMENT INITIATIVE AND CENTRAL BANK INTERVENTION

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Abstract:
 This study examines the synergistic efforts of government regulations and Bank Indonesia (BI) initiatives to safeguard Batik as an intangible heritage across diverse Indonesian provinces. Central and local government regulations underscore Batik's crucial role in preserving artistic traditions and national identity. Qualitative analysis is used by policy mapping techniques and content analysis from the secondary data available in the public domain. This study reveals a dedicated focus on cultural preservation by the central government wh, multiple laws, a Presidential Decree, and Ministerial Regulations from various ministries prove ich. Regional policies align with central regulations, as evidenced by local government regulations in 26 provinces, showcasing tailored approaches and the local autonomy of provincial governments in upholding cultural perseverance. Bank Indonesia's comprehensive support aims for a vibrant and sustainable future by promoting Micro, Small, and Medium Enterprises (MSMEs) development through exhibitions, financial inclusion, and collaboration with local governments. Specific theme events relate to each region, such as Festival Meurah Silu in Aceh and Minang CrEft in West Sumatra, highlight BI's dual focus on cultural preservation and economic empowerment. In conclusion, Indonesian government regulations in central and local government actively foster Batik preservation, ensuring the sustainability of cultural heritage and MSMEs development, as well as Bank Indonesia's initiatives, which are intertwined with cultural preservation and economic empowerment.

Keywords: Batik, Heritage, Regulations, MSME, Bank Indonesia

INTRODUCTION

Indonesia has a diverse cultural heritage, encompassing ancient temples, traditional villages, intricate textiles, and unique artistic expressions Forshee, J. (2006). This rich heritage represents a source of national pride and a significant economic driver (Ezenagu, N., 2020). The cultural heritage industry contributes significantly to Indonesia's economy, generating billions of dollars in revenue from tourism, handicrafts, and cultural events (Nusraningrum, D., & Pratama, A. (2019). It also creates substantial employment opportunities for artists, artisans, and small businesses (Walker et al.; C., 2003).

Despite its economic and cultural importance, the cultural heritage industry in Indonesia faces numerous challenges (Fahmi et al.; S., 2017). Small and medium enterprises (SMEs) operating in this sector often struggle with limited access to finance, inadequate infrastructure, lack of marketing and business skills, and competition from more giant corporations (Narada Gamage, S. K., Ekanayake, E. M. S., Abeyrathne, G. A. K. N. J., Prasanna, R. P. I. R., Jayasundara, J. M. S. B., & Rajapakshe, P. S. K., 2020). Additionally, preserving and safeguarding cultural heritage requires significant resources and expertise, which can be beyond the reach of many SMEs (Foster, G., 2020).

The Indonesian government is actively promoting the integration of cultural heritage into daily life (Wang et al. (2019). They have responded to this by enacting government policies that specifically increase sales for Small and Medium-Sized Businesses (SMEs) engaged in the cultural heritage industry (Riananda et al.; A. A., 2022). This involves encouraging the widespread use of traditional artifacts like Batik and ethnic textiles in everyday work environments (Smend et al., D., 2011). Government initiatives like "Batik Fridays" in offices can significantly boost the batik industry. This encourages the public and private sectors to wear Batik, benefiting the economy and raising cultural awareness of this national identity (Steelyana. W, 2012). The goal is to protect Indonesia's rich cultural heritage while encouraging the expansion and sustainability of small and medium-sized enterprises (SMEs) that produce and market cultural goods (Ollivaud et al., P., 2019).

On the other hand, Batik, a famed Indonesian textile, is stepping onto the international scene. It has become an ambassador for Indonesian culture, enhancing the country's image globally. The government is strategically using these textiles at international events to build Indonesia's "soft power" - its influence based on cultural connection and positive relationships (Steelyana, E,2024). This highlights the value of promoting cultural heritage as a powerful tool for fostering international collaboration and solidifying Indonesia's position as a significant world player (Steelyana, E,2024). This strategy contributes to an economically and culturally vibrant society by generating business opportunities in this industry and deepening appreciation for cultural heritage (Kong, L., 2000).

In the tourism industry, the economic impact of batik tourism is significant, and there is a need for policies that specifically address empowering cultural enterprises. Cirebon's batik industry, particularly the Trusmi trade center, thrives on cultural tourism, significantly impacting the local economy (Steelyana, W, 2013). The government policies and central bank initiatives are crucial to further empower cultural businesses like those in Trusmi. Supporting these businesses can further strengthen local tourism and the overall Cirebon economy. The focus is on the economic impact of batik tourism and the need for policies that specifically address empowering cultural enterprises.

On the other hand, the Central Bank of Indonesia has been actively supporting SMEs in cultural heritage in Indonesia. Bank Indonesia (BI) actively promotes the development of small and medium enterprises (MSME), particularly in the cultural heritage sector, as part of its macroprudential policy mandate (Fahmi et al.; S., 2017). Recognizing the vital role of MSME in Indonesia's economy, BI focuses on enhancing financial access for these enterprises. MSME significantly contributes to the country's GDP and employment, acting as a resilient economic pillar. BI addresses challenges in MSME development, such as limited financial access due to the enterprises' difficulty in generating financial reports for credit assessments. To tackle this, BI implements policies to improve financial access, aiming to boost MSME capacity, managerial skills, and innovation. These efforts align with BI's strategic programs, including strengthening monetary policies, fostering collaboration with fiscal policies, enhancing macroprudential surveillance, and supporting digital economic and financial development.

BI's roadmap for MSME covers critical stages, including identifying potential MSMEs, linking them to markets and finance, promoting digitalization, and facilitating export activities. The development scope spans volatile food products, local economic initiatives, and the Wirausaha Bank Indonesia (WUBI). Accelerating access involves financial, market, knowledge network, and innovation aspects, supported by infrastructure, inclusive finance, consumer protection, education, monitoring, and institutional strengthening. Success hinges on corporate strengthening, data accuracy, inter-agency coordination, technology utilization, and fostering a supportive ecosystem, all contributing to MSME's continuous growth facilitated by Bank Indonesia.



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This study aims to answer several research questions: To assess the effectiveness of government policies and central bank initiatives in supporting the growth and development of small and medium enterprises (SMEs) within Indonesia's cultural heritage industry. The extent to which these policies have contributed to the advancement of SMEs will be examined. Additionally, the study seeks to identify and analyze the key challenges SMEs face in the cultural heritage sector and propose strategies for addressing these challenges. Furthermore, it aims to delineate best practices for developing and implementing government policies and central bank initiatives that can positively impact SMEs in the cultural heritage domain. This study also analyzed. Finally, the study will explore potential future directions for policy and practice to ensure the long-term sustainability of the cultural heritage industry in Indonesia.

The economic landscape is significantly shaped by cultural heritage, which has contributed significantly to Indonesia and worldwide. A study by Nusraningrum and Pratama (2019) focused on creating jobs and income as two economic benefits of cultural heritage. Research indicates that the cultural heritage sector is noteworthy in stimulating economic growth, promoting tourism, and generating employment possibilities. Cultural heritage is closely associated with a country's identity and pride, even beyond economic factors. Forshee (2006) and Ezenagu (2020) highlight the close relationship between cultural legacy and national identity, stressing how appreciating and conserving varied heritage enhances a feeling of identity. This connection is most evident in Indonesia, where diverse customs are woven together to create a cohesive national story.

Cultural legacy influences tourism, hospitality, and associated industries in addition to providing direct income and jobs. Walker et al. (2003) highlight the extensive influence that cultural heritage has on regional economies, highlighting the connection between economic prosperity and cultural preservation. Cultural heritage is a bank of information, traditions, and conventions that are the cornerstone of society's values (Holtorf et al., A. (Eds.), 2020). Maintaining social cohesiveness, creating a sense of continuity, and transferring this collective expertise to future generations depend on its preservation (Beazley et al., D., 2002). These studies demonstrate the complex importance of cultural heritage, emphasizing the necessity of coordinated efforts to protect and advance these priceless resources (Serageldin, I., 1999). There are specific numbers of entrepreneurs in cultural heritage, of which in SME's size. Several academic literatures analyzed it and explained the challenges in the next paragraph.

Financial challenges that Indonesian SMEs in the creative industries meet have been brought to light by Naradda Gamage et al. (2020). The report highlights challenges that include restrictive lending standards, few possibilities for collateral, and a need for knowledge about funding sources. These results highlight the urgent need for focused finance solutions to support Indonesia's creative sector's expansion. Fahmi et al. (2017) illuminate the barriers confronting Indonesian SMEs, particularly in the creative industries, when seeking financial support. Their research underscores challenges like inadequate access to funding, complex application processes, and insufficient financial literacy. These findings emphasize the necessity for tailored financial strategies to fortify the economic resilience of creative small businesses in Indonesia.

Foster (2020) explores the issues that SMEs in the cultural sector have regarding business skill development and infrastructure. The report emphasizes how the expansion of cultural enterprises is impacted by poor infrastructure and a lack of chances for focused skill development. These deficiencies must be filled to increase SMEs' competitiveness and resilience in the context of culture. Cultural SMEs must tread carefully in a competitive marketplace. Their wares are copied by mass-produced goods (Ollivaud & Haxton, 2019), but limited distribution and skill gaps make it difficult



to reach broader consumers (Kong, 2000). However, a digital lifesaver arrives! Innovative interpretations of legacy engage modern audiences, while partnerships and e-commerce platforms provide new opportunities. Through embracing technology and encouraging innovation, small and medium-sized enterprises (SMEs) can integrate their distinct elements into the global marketplace.

On the other hand, Indonesian cultural SMEs are caught in a policy dilemma. Riananda et al. (2022) disentangle this by examining existing government assistance programs and emphasizing their strengths and limitations. Steelyana (2012) examines the impact and challenges of microfinance on small companies. Both studies equip policymakers with a road map to customize programs to specific cultural needs, enhance access to financial resources, and overcome skill gaps. By embracing these insights, Indonesia may empower its cultural SMEs to prosper globally.

Indonesia's central bank, Bank Indonesia (BI), recognizes the crucial role MSMEs (micro, small and medium enterprises) play in economic growth. Fahmi et al. (2017) highlight this, urging for financial inclusion initiatives to empower these businesses. BI's roadmap for MSMEs echoes this, outlining programs like KUR (People's Business Credit), Facilitating affordable loans for SMEs and boosting their access to capital for expansion and innovation. UMi Financing: Tailored microfinance program for unbanked SMEs, expanding financial inclusion to the most vulnerable. SIKP (Mobile et al.): Promoting transparency and efficiency in loan applications, reducing bureaucratic hurdles for SMEs. These initiatives, coupled with financial literacy programs and digital infrastructure development, aim to bridge the financial gap and equip SMEs with the resources to thrive. Fahmi et al. (2017) caution that challenges like uneven program penetration and limited financial literacy remain. However, BI's persistent efforts and ongoing research pave the way for a more inclusive financial landscape for Indonesia's SMEs.

METHODS

The research method was designed to answer all the research questions qualitatively. The study involves mapping Government Policies and regulations related to using Batik or Ethnic Textiles in working environments across various levels of government in Indonesia. The focus is on both central and local government regulations. The research then narrows the scope to specific provinces and even kecamatan (sub-districts) within those provinces. Additionally, this paper selected specific regions for sampling, including Sumatera Islands, Java Islands, Sulawesi, Kalimantan/Borneo, Bali, and Maluku.

This research uses secondary data Collection by collecting and mapping Government Policies and Regulations related to using Batik or Ethnic Textiles in working environments. This involves accessing official documents, legal texts, and government publications, with clustering areas and organizing the gathered information based on the selected clustering areas with sampling size Selected with five provincial local governments in Sumatera Islands, 5 in Java Islands, 5 in Sulawesi, 5 in Kalimantan/Borneo, 1 in Bali, 1 East Nusa Tenggara and 5 in Maluku. To answer the question of BI policies support SMEs in cultural heritage therefore, this paper identifies and explores BI Support on how Bank Indonesia (BI) supports Small and Medium Enterprises (SMEs) through activities like exhibitions and other initiatives that promote ethnic and Batik or cultural heritage in each of the sample of provinces.

This research delves into the qualitative landscape of government policies and central bank initiatives supporting SMEs in Indonesia's cultural heritage sector. While quantitative elements may exist (e.g., counting regulations or measuring BI support), the core analysis focuses on understanding these initiatives' nature, meaning, and context. By combining qualitative analysis



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with a regional focus, this research aims to provide a nuanced understanding of the complex interplay between policies, support programs, and the cultural heritage landscape in Indonesia. Picture 1 describes how the research is being analyzed.

Phase 1: Data Collection:

- Mapping government policies and regulations: Analyze relevant documents at central and local levels, focusing on those promoting Batik/Textile use in work environments.
- Sample local regulations: To capture diverse perspectives, choose five provinces each in Sumatra, Java, Sulawesi, Kalimantan, and Maluku.
- BI support for SMEs: Explore BI's programs and activities (exhibitions, workshops) supporting cultural heritage SMEs in these regions.

Phase 2: Qualitative Analysis:

- Examine collected data: Identify patterns, trends, and insights regarding policy content, implementation, and impact on SMEs.
- Coding and categorizing textual information into thematic categories for analysis and interpretation.

Phase 3: Result Presentation:

- Spatial visualization: Utilize maps to depict the geographical distribution of policies and regulations across the selected regions.
- Qualitative findings: Present insights on government initiatives supporting SMEs and cultural heritage development in each region.

RESULT AND DISCUSSION

The findings section has two findings: policy level and policy implementation. The first section is the law and regulatory frameworks, the first type is central government regulations, and the second one is the local government's policies and regulations that support the perseverance of Batik and its usage in the working environment as daily activities. Other findings are the support of the Central Bank of Indonesia at the policy implementation level, of which the activities in each province support the SME business, especially in terms of cultural heritage. Table 1 contains the central government policies and regulations regarding the protection and perseverance of Batik and other cultural heritage.

Table 1. Law and Regulatory Framework Analysis: Central Government

No	Central Government Policies/ Regulation	Description
1	Law/ Undang-Undang (UU)	Law in the Field of Intellectual Property (IP) Copyright Law (Law No. 28 of 2014): This law recognizes batik and motif art as protected works. It covers traditional and contemporary motifs, ensuring exclusivity and preventing unauthorized copying. Trademark Law (Law No. 20 of 2016): Allows for trademark registration of batik motifs and brand names, safeguarding their unique identity and preventing imitation.



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Industrial Designs Law (Law No. 3 of 2010) protects the three-dimensional form of batik products, preventing the unauthorized replication of their unique shapes and functionalities.

Cultural Heritage Preservation:

Law No. 10 of 2010 on Cultural Heritage Conservation: Recognizes Batik as an essential element of national cultural heritage, mandating its preservation and promotion.

Trade and Industry:

Law No. 38 of 2009 on Micro, Small, and Medium Enterprises (MSMEs): Provides support and development programs for batik MSMEs, including access to financial resources, training, and marketing assistance.

2 Government Regulation/ Presidential Regulation

Presidential Decree Number 33 of 2009 (KEPPRES) on the Establishment of Batik Day: Declares October 2 as National Batik Day, emphasizing its importance in Indonesian identity and cultural landscape.

Government Regulations and Presidential Instructions: Outline policies and initiatives to promote batik production, exports, and brand building in the global market.

Presidential Instructions:

Presidential Instruction No. 3/2013 on the Development of Batik Industry: Mandates various government agencies to implement policies and programs supporting batik production, marketing, and export.

Presidential Instruction No. 5/2015 on the Strengthening of National Identity Through the Use of Batik: Encourages the use of Batik in government offices, educational institutions, and official events, promoting national pride and cultural awareness.

Presidential Instruction No. 8/2020 on Optimization of Batik MSME Development: Calls for increased support for micro, small, and medium enterprises (MSMEs) involved in batik production, including financing, training, and market access initiatives.

3. Ministerial Regulations

Minister of Law and Human Rights

Regulation of the Minister of Law and Human Rights of the Republic of Indonesia Number 67 of 2016 concerning Trademark Registration.

Minister of Law and Human Rights Regulation Number 1 of 2023 concerning Management of Criminal Investigations in the Field of Intellectual Property

Minister of Home Affairs

Minister of Home Affairs Regulation Number 53 of 2009 concerning First Amendment to Minister of Home Affairs Regulation No. 60 of 2007 concerning Official Clothing for Civil Servants within the Department of Home Affairs and Regional Government

Minister of Trade



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Minister of Trade Regulation No. 88/M-DAG/PER/4/2017 on Batik Certification: Establishes a national certification system for Batik products, ensuring quality standards and authenticity for export markets.
 Republic of Indonesia Minister of Trade Regulation No. 53/M-DAG/PER/7/2015 concerning Provisions for Importing Textiles, Batik Textile Products, and Batik Motifs.

Minister of Industry
 Ministry of Industry Regulation No. 78/M/IND/PER/4/2014 on Technical Requirements for Batik: Defines technical specifications for batik production, including materials, processes, and labeling requirements.

Minister of Industry Regulation 74/M-IND/PER/9/2007 Concerning the Use of Batikmarks

Minister of Tourism and Creative Economy
 Minister of Tourism and Creative Economy Regulation No. 72/M-PAR/2020 on Guidelines for Developing Batik Tourism: Promotes the development of batik tourism destinations and experiences, attracting international visitors and boosting the sector.

Findings
 Five laws, 1 Presidential Decree and 4 Presidential Instructions, 7 Ministerial Regulations from 5 Ministries, which are the Minister of Law and Human Rights, Minister of Home Affairs, Minister of Trade, Minister of Industry, Minister of Tourism and Creative Economy

Sources: compilation of authors from each of the provincial websites and ministries

The findings in Table 2 are the Regional Regulations: Various provinces and regencies have enacted regulations specific to their local batik traditions and production practices. These often focus on safeguarding specific motifs, promoting traditional techniques, and supporting local artisans, as shown in Table 2 below. The study used sampling, and the sample of local governments was taken from each of the regions in the Indonesia archipelago. The first cluster is on Sumatra island, focusing on the provincial government level, which includes Aceh, North Sumatra, West Sumatra, Palembang, and Lampung. The second cluster is Java island, which consists of provincial levels: Banten, West Java, Central Java, Special Region of Jogjakarta, East Java, and Madura. The Third cluster is Borneo Island/Kalimantan; the fourth cluster is Sulawesi wh, which focuses on the provincial level of North Sulawesi, Gorontalo, Central Sulawesi, West Sulawesi, South Sulawesi, South East Sulawesi. The fifth cluster is Maluku/Mollusca Island, focusing on North Molluca and Mallucca. The last cluster is Bali island. The breakdown of regulations and policies is described in detail in Table 2.

Table 2. Law and Regulatory Framework Analysis: Local Government

No	Local Government Policies/ Regulation	Description
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Sumatra Island
 Focus on Provincial Level:
 1 Aceh,
 North Sumatra, West
 Sumatra, Palembang and
 Lampung

Particular Region of Aceh:
 Aceh Governor Regulation No. 57/2019 on the Development and Protection of Batik This regulation establishes a framework for protecting and promoting Acehnese batik traditions, including safeguarding specific motifs like "pucuk bung" (bamboo shoot), "bunga aceh" (Acehnese flower), and "ikat kepala" (headband). It also supports the development of batik production centers and training programs for artisans.

Aceh Governor Regulation No. 57/2019 on the Development and Protection of Batik Aceh: This regulation encourages using Aceh's traditional "Aceh Batik" in official government events, including meetings, conferences, and ceremonies. However, it does not mandate specific days for wearing Batik.

North Sumatra Province:
 North Sumatra Governor Regulation No. 57/2017 on the Development and Protection of Batik North Sumatra: This regulation focuses on preserving and promoting the diverse batik traditions of North Sumatra, including Mandailing, Karo, and Tapanuli styles. It emphasizes using natural dyes and traditional techniques and encourages using Batik in official events and cultural activities.

North Sumatra Governor Regulation No. 57/2017 on the Development and Protection of Batik North Sumatra: Similar to Aceh, this regulation recommends wearing North Sumatran batik for official events but does not specify mandatory days. However, some regional government offices, like the Medan City Hall, encourage employees to wear Batik every Thursday.

West Sumatra Province:
 West Sumatra Governor Regulation No. 19/2012 on the Development and Protection of Batik West Sumatra: This regulation aims to safeguard the unique "Minangkabau" batik tradition, characterized by geometric patterns and bold colors. It supports establishing batik production centers in rural areas, encourages everyday use, and promotes tourism.

West Sumatra Governor Regulation No. 19/2012 on the Development and Protection of Batik West Sumatra: This regulation mandates that all civil servants in the provincial and regency governments wear the Minangkabau batik every Thursday, which is known as "Minangkabau Batik Day."

Palembang Province:
 Palembang Mayor Regulation No. 12/2018 on the Development and Protection of Batik Palembang: This regulation aims to protect and promote the distinctive "Palembang" batik style characterized by its vibrant colors and geometric patterns. It supports the development of batik production centers and training programs for artisans and encourages using Batik in government offices and cultural events.

Palembang Mayor Regulation No. 12/2018 on the Development and Protection of Batik Palembang: Similar to West Sumatra, this regulation



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mandates that all civil servants in the city government wear Palembang batik every Thursday. This practice is known as "Palembang Batik Day." Lampung Governor Regulation No. 49/2019 on the Development and Protection of Batik Lampung: While not explicitly mentioned, there is a growing trend in Lampung to wear Sesat batik on Thursdays, similar to West Sumatra. This practice is gaining popularity but must be officially mandated by the provincial government.

Lampung province:

Lampung Governor Regulation No. 49/2019 on the Development and Protection of Batik Lampung: This regulation focuses on revitalizing Lampung's traditional "Sesat" batik style, known for its intricate floral and animal motifs. It supports using natural dyes and traditional techniques and encourages the integration of Batik into education and cultural events.

2 Java Island
 Focus on the Provincial Level:
 Banten, West Java, Central Java, Special Region of Jogjakarta, East Java and Madura

Banten:

Banten Governor Regulation No. 32/2014 on the Development of Batik Banten: This regulation aims to protect and promote Banten's unique batik traditions, including "Batik Kawung Banten" (palm tree motif) and "Batik Indigofera" (natural indigo dye). It encourages traditional techniques and supports the development of batik production centers.

West Java:

West Java Governor Regulation No. 7/2010 on the Protection of Batik as a Cultural Heritage: This regulation establishes a framework for protecting and promoting Batik throughout the province, including well-known styles like Batik Cirebon, Batik Tasikmalaya, and Batik Priangan. It emphasizes the use of natural dyes and traditional techniques.

Central Java

Governor's Decree No. 50 of 2012 concerning Guidelines for Wearing Javanese Traditional Clothes in the Government Environment of Central Java Province. This decree mandates the wearing of Javanese traditional clothes, including Batik, by government officials and employees on specific days:

Every Thursday: Batik Semarang for men and Kebaya with Batik Sidomukti for women.

Every Friday: Batik with Parang Klitik motifs for both men and women.

Governor's Decree No. 64 of 2019 concerning the Development and Preservation of Javanese Batik Culture in Central Java Province emphasizes the importance of preserving and promoting Javanese batik culture, including encouraging the use of Batik in various aspects of life, such as education, tourism, and economic development.



Central Java does not have a mandatory provincial day for wearing Batik in government offices, but individual cities and regencies might have their guidelines. Regulations focus on safeguarding motifs like "Batik Pekalongan" and "Batik Solo," promoting traditional techniques like batik tulis and batik cap and supporting local artisans.

Special Region of Djogjakarta

Yogyakarta Special Region Governor Regulation No. 72/2015 on the Development and Protection of Batik Yogyakarta: This regulation recognizes the distinct characteristics of Batik Yogyakarta, including its philosophical motifs and focus on natural dyes. It encourages the use of Batik in everyday life and official events and supports the development of batik tourism.

East Java

East Java Governor Regulation No. 78/2016 on the Development and Protection of Batik East Java: This regulation covers the diverse batik traditions of East Java, including Batik Madura, Batik Surabaya, and Batik Banyuwangi. It emphasizes safeguarding specific motifs, promoting traditional techniques, and supporting the development of batik clusters and training programs.

Madura

Madura Regency Regulation No. 1/2018 on the Development and Protection of Batik Madura: This regulation focuses on preserving the unique characteristics of Batik Madura, known for its bold colors and geometric patterns. It encourages the use of natural dyes and traditional techniques and supports the development of batik production centers and marketing initiatives.

Regulations on Wearing Batik and Traditional Textiles in Regional Governments: Banten, West Java, Central Java, Yogyakarta, East Java, and Madura

Mandatory days:

Banten: There are no official mandatory days for Batik in government offices. However, wearing batik banten is encouraged for official events and ceremonies.

West Java: No province-wide mandatory days. Some cities and regencies, like Bogor and Bandung, encourage wearing Batik on Fridays or specific occasions.

Central Java: There are no mandatory days at the provincial level. Individual cities like Solo and Pekalongan might have their guidelines, with Solo Batik Day on Fridays.

Yogyakarta: No mandatory days for batik. However, it is strongly encouraged for official events and ceremonies.

East Java: There are no province-wide mandatory days. Some regencies, like Banyuwangi and Tulungagung, encourage wearing Batik on Thursdays or Fridays.



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	<p>Madura: No mandatory days for batik in government offices. However, wearing Batik Madura is encouraged for official events and cultural activities.</p>
<p>3. Kalimantan/ Borneo Focus on provincial level of Kalimantan, East Kalimantan</p>	<p>Kalimantan Timur: Based on the Circular Letter (Surat Edaran) from the Governor of East Kalimantan with number 065/2771/B.Org-TL dated May 31, 2021, as mentioned by the Head of the Public Relations Bureau of the East Kalimantan Provincial Secretariat, HM Syafranuddin, all employees of the East Kalimantan Provincial Government are required to adhere to a specific dress code on different days of the week. Employees are instructed to wear batik shirts with black pants or skirts on Mondays, Tuesdays, Thursdays, and Fridays. Meanwhile, on Wednesdays, the dress code mandates wearing a white shirt with black or dark-colored pants or skirts. Suppose there have been any changes to these regulations or guidelines regarding attire within the East Kalimantan Provincial Government. In that case, it is advisable to check official sources such as the official website or directly contact relevant government offices for the most accurate and up-to-date information.</p>
<p>4. Sulawesi Focus on the provincial level of North Sulawesi, Gorontalo, Central Sulawesi, West Sulawesi, South Sulawesi, and South East Sulawesi.</p>	<p>Sulawesi Utara: Governor's Regulation No. 30/2022 mandates wearing Batik and traditional woven textiles of North Sulawesi for civil servants, contract government employees, and students/students in the North Sulawesi Provincial Government. Applicable on weekdays, national holidays, and other important days. It must be made with quality materials, feature khas North Sulawesi motifs, and be produced by local artisans. Gorontalo: Governor's Regulation No. 25/2022 enforces similar obligations for wearing Batik and traditional woven textiles of Gorontalo. Same applicability as North Sulawesi. Similar quality, motif, and production requirements. Sulawesi Tengah: No dedicated regulation, but Government Circular No. 005/612/SET/DPMPSTP/2022 encourages promoting and wearing Batik and woven textiles of Central Sulawesi. You should wear it on weekdays, national holidays, and important days for all government agencies, private institutions, and the public. Sulawesi Barat: Governor's Regulation No. 23/2022 mandates wearing for civil servants, contract government employees, and students/students within the West Sulawesi Provincial Government. Same applicability as North Sulawesi and Gorontalo. Similar quality, motif, and production requirements. Sulawesi Selatan:</p>



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Governor's Regulation No. 104/2018 enforces obligations for wearing Batik and traditional woven textiles of South Sulawesi.

Applies on weekdays, national holidays, and important days for civil servants, contract government employees, and students/students within the South Sulawesi Provincial Government.

Similar quality, motif, and production requirements.

Sulawesi Tenggara:

Governor's Regulation No. 16/2022 mandates wearing for civil servants, contract government employees, and students/students within the Southeast Sulawesi Provincial Government.

Applies on weekdays, national holidays, and important days.

Similar quality, motif, and production requirements.

Overall:

Five out of six provinces in Sulawesi have regulations or recommendations promoting the use of traditional textiles.

Similar regulations mandate or recommend wearing for government officials, students, and sometimes the public on specific days.

Requirements for quality, local production, and khas motifs specific to each region.

The diverse regulations across Sulawesi showcase a solid commitment to preserving and promoting the island's rich batik heritage. These efforts not only safeguard traditional techniques and motifs but also empower local artisans, contribute to sustainable development, and strengthen the cultural identity of each region. Specifics on mandatory days for wearing Batik in regional governments in Sulawesi:

Sulawesi Utara: No mandatory days

Gorontalo: No mandatory days

Sulawesi Tengah: No mandatory days

Sulawesi Barat: No mandatory days

Sulawesi Selatan: No mandatory days

Sulawesi Tenggara: No mandatory days

**Some regions may have encouraged days for wearing Batik in government offices. For example, the Governor's Office has encouraged employees to wear Batik on Thursdays in South Sulawesi.

5 Maluku/
Mollucca Island
Focus on
North Molluca and
Mallucca

Maluku/Mollucca:

Maluku Governor Regulation No. 34/2017 on the Development and Protection of Batik Maluku: This regulation establishes a framework for protecting and promoting Maluku's diverse batik traditions, including styles like "kain sale" (ceremonial cloth) and "kain tenun" (woven cloth). Safeguarding cultural heritage: This regulation protects specific motifs, such as "bunga cengkeh" (clove flower) and "parang salapu" (sacred sword).

North Mollucca

No province-wide regulations: Unlike some other regions, Maluku Utara has no overarching regulation for Batik. However, individual



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regencies like North Halmahera and South Halmahera have their initiatives to promote and protect their distinct batik styles. Focus on local motifs: Batik in Maluku Utara features vibrant geometric patterns and motifs inspired by nature, such as "kasuari" (cassowary), "bunga pala" (nutmeg flower), and "jala ikan" (fish net).

6	Bali	Governor of Bali Circular Letter Number 4 of 2021 regarding using Balinese Endek Fabric/Traditional Balinese Woven Fabric. Wayan mentions this rule to ensure that the creative cultural heritage of the Balinese community remains preserved, protected, utilized, and empowered as the identity of the Balinese people.
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Sources: compilation of authors from each of the provincial websites and ministries

Analysis. Based on its geographical scope, the study focused on specific regions in Indonesia, namely the Sumatera Islands, Java Islands, Sulawesi, Kalimantan/Borneo, Bali, and Maluku. The research aimed to understand the policies and regulations for using Batik or Ethnic Textiles in working environments within these regions. The study employed a sampling strategy to gather information to select specific provinces within each region. The sampling size included five provincial local governments in Sumatera Islands, five provinces in Java Islands, five in Sulawesi, 5 in Kalimantan/Borneo, 1 in Bali, and 5 in Maluku. In total, the sampling is 26 provinces. This diverse selection allowed for a comprehensive representation of different areas across the Indonesian archipelago.

The study then organized the gathered information by developing clustering areas. Clustering refers to grouping or categorizing similar elements together. In this context, it implies that the researchers identified commonalities or themes among the selected provinces and grouped them accordingly. The primary focus of data collection was on policies and regulations about using Batik or Ethnic Textiles in professional settings. This involved accessing official documents, legal texts, and government publications that outlined and explained the guidelines or rules regarding the wearing of Batik or Ethnic Textiles by individuals in the workplace.

Furthermore, the study recognized the autonomy of provincial governments in Indonesia. It acknowledged that in each province, the governors have likely developed regional policies and regulations specifically addressing the usage of Batik or other ethnic textiles. These policies aim to regulate attire in professional settings and preserve and promote the cultural significance of Batik and other ethnic textiles within the respective regions.

In summary, the study employed a targeted and region-specific approach, sampling from various provinces across different regions of Indonesia, to comprehensively explore and analyze the policies and regulations related to using Batik or Ethnic Textiles in working environments.

A critical point from all of these local regulations and policies is the Preservation of Cultural Heritage. The policies and local regulations state that the rule is issued to preserve the creative cultural heritage of Batik, Indonesia, and other ethnic textiles and also to preserve the community. Using Batik or Balinese Endek Fabric or other Traditional Fabric is considered a way to safeguard and nurture the local artistic traditions. Several key points can be noted in the analysis. (i) Preservation of Cultural Heritage: The local policies and regulations state that the rule is issued to preserve the creative cultural heritage of the Balinese community. Using Batik or Balinese Endek Fabric or other Traditional Fabric is considered a way to safeguard and nurture the local artistic

traditions. (ii) Protection and Empowerment: The circular is mentioned as an effort to protect, utilize, and empower this cultural heritage. This likely refers to maintaining traditions and actively incorporating them into daily life. (iii) Identity of the cultural Community: The policies and regulations emphasize that using Batik or Traditional Balinese Woven Fabric or another ethnic textile within the Provincial Government environment is seen as a part of the identity of the cultural community. This underscores the significance of traditional attire in representing the local cultural identity.

Table 3. Bank Indonesia supports each of the provinces

No	Local Government Policies/ Regulation	Description
1	Sumatra Island Focus on Provincial Level: Aceh, North Sumatra, West Sumatra, Palembang and Lampung	<p>Aceh Kantor Perwakilan Bank Indonesia (KPw BI) Provinsi Aceh dan Bank Indonesia Lhokseumawe menggelar kegiatan Festival Meurah Silu - Karya Kreatif Aceh-Gayo (KKAG) Tahun 2022. "Festival Meurah Silu 2023 mengusung konsep one stop people's experience, yang menghadirkan semarak kegiatan secara menyeluruh seperti adanya seminar atau sosialisasi, perlombaan, bussiness matching, serta pameran MSME yang menghadirkan hampir semua sektor secara berkolaborasi dengan pelaku usaha dari rantai hulu hingga hilir,"</p> <hr/> <p>Sumatera Utara 350 MSME Sumut Dapat Pembiayaan Hingga Rp 30 Miliar Lewat KKSU https://www.detik.com/sumut/bisnis/d-6625341/350-MSME-sumut-dapat-pembiayaan-hingga-rp-30-miliar-lewat-kksu BI Pamerkan 350 Produk MSME di Karya Kreatif Sumatera Utara 2023 https://medan.tribunnews.com/2023/03/17/bi-pamerkan-350-produk-MSME-di-karya-kreatif-sumatera-utara-2023</p> <hr/> <p>West Sumatra Dorong Perkembangan MSME dan Ekonomi Kreatif, BI Sumbar Gelar Minang CrEft https://padangmedia.com/dorong-perkembangan-MSME-dan-ekonomi-kreatif-bi-sumbar-gelar-minang-creft/ BI gelar Festival Ekonomi Kreatif Minangkabau untuk akselerasi UKM https://www.antaraneews.com/berita/3269093/bi-gelar-festival-ekonomi-kreatif-minangkabau-untuk-akselerasi-ukm Outlook Perekonomian Sumbar Tahun 2023, Peran Serta BI Memajukan MSME dan Ekraf https://infopublik.solokkota.go.id/outlook-perekonomian-sumbar-tahun-2023-peran-serta-bi-memajukan-MSME-dan-ekraf/</p> <hr/> <p>Palembang Kembangkan MSME di Palembang, Ini yang dilakukan Bank Indonesia Provinsi Sumatera Selatan</p>



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<https://www.ukmnusantara.com/gerbang-ukm/9737999696/kembangkan-MSME-di-palembang-ini-yang-dilakukan-bank-indonesia-provinsi-sumatera-selatan>
 Dukung MSME, BI Sumsel Gelar Semarak MSME Sriwijaya
<https://www.rri.co.id/MSME/449543/dukung-MSME-bi-sumsel-gelar-semarak-MSME-sriwijaya>

Lampung
 BI Gelar Lampung Begawi dalam Mendukung MSME dan Gerakan Ekonomi Syariah
<https://m.lampost.co/berita-bi-gelar-lampung-begawi-dalam-mendukung-MSME-dan-gerakan-ekonomi-syariah.html>
 Bank indonesia tampilkan 1.000 MSME binaan di Karya Kreatif Indonesia 2023
<https://lampung.antaranews.com/berita/693063/bank-indonesia-tampilkan-1000-MSME-binaan-di-karya-kreatif-indonesia-2023>

2 Java Island
<https://www.biem.co/read/2023/05/22/96367/karya-kreatif-banten-2023-empat-MSME-kota-cilegon-dipamerkan/>
 Karya Kreatif Banten 2023, Empat MSME Kota Cilegon Dipamerkan
 KKJ dan PKJB 2023: BI Jabar Targetkan Pembiayaan MSME Hijau Capai Rp15 Miliar
<https://bandung.bisnis.com/read/20230705/550/1672098/kkj-dan-pkjb-2023-bi-jabar-targetkan-pembiayaan-MSME-hijau-capai-rp15-miliar>

<https://www.medcom.id/nasional/daerah/ybDr0GpK-pemprov-jateng-gandeng-bank-indonesia-tingkatkan-kualitas-MSME>
 Pemprov Jateng Gandeng Bank Indonesia Tingkatkan Kualitas MSME
<https://berlianmedia.com/bank-indonesia-dorong-MSME-jateng-go-internasional/>
 Bank Indonesia Dorong MSME Jateng Go Internasional
<https://berlianmedia.com/bank-indonesia-dorong-MSME-jateng-go-internasional/>
 BI harapkan MSME Jatim maksimalkan potensi ekonomi nasional

3. Kalimantan/
 Borneo
 1.000 MSME binaan BI yang naik kelas tampil di Karya Kreatif Indonesia 2023
<https://kalbar.antaranews.com/berita/545022/1000-MSME-binaan-bi-yang-naik-kelas-tampil-di-karya-kreatif-indonesia-2023>
 Kala Produk MSME Kaltim Dapat 'Berkah' dari Heboh IKN
<https://www.cnbcindonesia.com/news/20230728064040-4-458004/kala-produk-MSME-kaltim-dapat-berkah-dari-heboh-ikn>

4 Sulawesi
 BI Dorong MSME Go Global, Gelar Anging Mammiri Business Fair 2023 di Makassar
 Artikel ini telah tayang di <https://www.sonora.id> dengan judul "BI Dorong MSME Go Global, Gelar Anging Mammiri Business Fair 2023 di Makassar".
 Klik untuk baca: <https://www.sonora.id/read/423940569/bi-dorong-MSME-go-global-gelar-anging-mammiri-business-fair-2023-di-makassar>



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5	Maluku/ Mollucca Island Focus on North Molluca and Mallucca	https://www.antaranews.com/berita/3751020/maluku-manggurebe-banu-MSME-peroleh-pangsa-pasar Maluku Manggurebe bantu MSME peroleh pangsa pasar
6	Bali	https://www.kompas.id/baca/nusantara/2023/09/16/pengembangan-MSME-dukung-pemberdayaan-perempuan Bank Indonesia Gelar Bali Jagadhita Culture Week 2023

Sources: compilation of authors from each of provincial websites and ministries

Analysis. Bank Indonesia's initiatives across different provinces involve a variety of programs and events aimed at promoting, financing, and showcasing MSME products. These efforts signify a comprehensive approach to fostering economic growth, preserving local culture, and empowering communities, aligning with broader sustainable development and cultural preservation goals. The focus on MSME is crucial for inclusive economic development and supporting local entrepreneurs. The analysis of Bank Indonesia's initiatives across the various provinces is as follows:

Cultural Preservation and Economic Empowerment. Bank Indonesia's support for events like Festival Meurah Silu in Aceh and Mining CrEFt in West Sumatra indicates a dual focus on cultural preservation and economic empowerment. By promoting traditional creative works, BI contributes to preserving local cultural heritage while providing a platform for MSMEs to showcase their products.

Financial Inclusion and Access to Capital. The provision of financing, as seen in Sumatera Utara and West Java, is a crucial aspect of BI's efforts. By offering financial support, BI aims to enhance financial inclusion and empower MSMEs with the necessary capital for growth. This aligns with the broader goal of fostering economic development at the grassroots level.

Collaboration with Local Governments. Collaborative efforts with local governments, as observed in Central Java and Bali, highlight the importance of partnerships in driving MSME development. Working hand-in-hand with regional authorities allows for a more tailored and practical approach, considering each region's unique characteristics and needs.

Internationalization of MSMEs. BI's efforts to encourage MSMEs in Central Java and Bali to go international reflect a strategic vision. Promoting internationalization can open up new markets for local products, potentially increasing revenue and impacting the regional economy.

Impact on MSME Quality and Green Initiatives. The focus on green MSME in West Java and the emphasis on quality improvement in Central Java demonstrate a commitment to sustainability and innovation. BI's initiatives go beyond financial support to address environmental consciousness and product quality enhancement.

Showcasing MSME Products. BI's involvement in events like Karya Kreatif Indonesia and exhibitions in various provinces serves as a platform for MSMEs to showcase their products. This exposure contributes to the economic aspects and boosts the visibility of local craftsmanship and creativity.

Regional Tailoring of Initiatives. The specific events and programs tailored for each province, such as Lampung Begawi in Lampung or Karya Kreatif Banten in Banten, acknowledge each region's unique characteristics and strengths. This regional tailoring ensures that initiatives are contextually relevant and can have a more significant impact.



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Inclusive Economic Development. BI's comprehensive approach to supporting MSME aligns with the broader goal of inclusive economic development. By addressing cultural preservation, financial inclusion, sustainability, and quality improvement, BI contributes to a more holistic and sustainable economic ecosystem.

In conclusion, Bank Indonesia's initiatives in various provinces go beyond simple financial assistance. They are strategic, multifaceted efforts to foster economic growth, preserve cultural heritage, and empower local communities through MSME development. The combination of financial support, cultural preservation, and regional collaboration positions BI as a key player in driving inclusive and sustainable economic development across Indonesia.

CONCLUSION

Government regulations at both central and local levels in Indonesia actively support the protection of Batik as an intangible heritage and its daily usage, promoting sustainability for Small and Medium Enterprises (SMEs) nationwide. The study delved into diverse provincial policies, revealing a shared emphasis on Batik's role in preserving artistic traditions and community identity. Local autonomy allowed regions to tailor regulations, fostering the cultural significance of Batik. Complementing these efforts, Bank Indonesia's comprehensive strategy spanned provinces, promoting, financing, and showcasing MSME products. The initiatives aligned with sustainability goals, economic empowerment, and cultural preservation, showcasing BI's commitment to inclusive development. The symbiotic relationship between government regulations and BI's initiatives emerged as a driving force, contributing to cultural preservation, economic growth, and MSME empowerment. This collaboration envisions Indonesia's culturally rich, economically vibrant, and sustainable future.

Government regulations in central and local governments support the protection of Batik as an intangible heritage. The daily usage of Batik also supports the sustainability of SMEs in all provinces in Indonesia. The study meticulously examined the policies governing the usage of Batik and Ethnic Textiles in professional settings across specific Indonesian provinces: Sumatra, Java, Sulawesi, Kalimantan, Bali, and Maluku. Employing a region-specific sampling strategy ensured a nuanced understanding of diverse cultural contexts. The analysis illuminated commonalities in local regulations, emphasizing the preservation of cultural heritage. These regulations underscored Batik's pivotal role in safeguarding artistic traditions, nurturing community identity, and serving as a symbol of cultural pride. Furthermore, the study acknowledged the autonomy of provincial governments, recognizing that each region likely crafted its unique policies to address the usage of Batik or other ethnic textiles. These regulations not only regulate attire in professional settings but also aim to preserve and promote the cultural significance of these textiles within their respective regions.

The role of Bank Indonesia as the central bank and the support for SME Concurrently, Bank Indonesia's initiatives, spanning various provinces, showcased a holistic strategy. By promoting, financing, and showcasing micro, small, and medium enterprises (MSME) products, these initiatives aligned with broader goals of sustainable development, economic empowerment, and cultural preservation. BI's efforts reflected a multifaceted approach, encompassing financial inclusion, collaboration with local governments, internationalization of MSME, and a focus on quality and green initiatives. This comprehensive strategy demonstrated BI's commitment to inclusive economic development, sustainability, and the promotion of local craftsmanship.



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In conclusion, the study highlights the symbiotic relationship between government regulations and BI's initiatives. Together, they preserve cultural identity, foster economic growth, and empower MSMEs across diverse Indonesian regions. This collaborative effort encapsulates a strategic vision for a culturally rich, economically vibrant, and sustainable future.

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