

## ABSTRAK

### KOMUNIKASI PENDIDIKAN DALAM PELESTARIAN MEMBATIK BAGI PELAJAR DI BANJARNEGARA

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Pelajar memiliki peran penting dalam upaya melestarikan batik di sentra batik Banjarnegara, tepatnya di Desa Gumelem Wetan dan Panerusan Wetan, Kecamatan Susukan. Selama ini, usaha membatik di sentra batik di Kecamatan Susukan, Banjarnegara itu didominasi wanita berusia tua, antara 50 - 70 tahunan. Seperti terlihat di sentra Usaha Kecil Menengah (UKM) Batik Wardah di Desa Panerusan Wetan, yang dikelola oleh Budi Triyono (60).

Dalam hal ini, untuk melestarikan batik sebagai warisan budaya nenek moyang, peneliti melakukan penelitian berjudul "Komunikasi Pendidikan Dalam Pelestarian Membatik Bagi Pelajar Di Banjarnegara". Penelitian ini menggunakan metode kualitatif studi kasus. Yakni salah satu bentuk penelitian kualitatif yang berbasis pada pemahaman dan perilaku manusia berdasarkan pada opini manusia. Subjek penelitian ini adalah siswa jurusan Kriya Kreatif, Batik dan Tekstil (KKBT) SMK Negeri 1 Susukan, Banjarnegara. Pengumpulan data penelitian ini yakni hasil observasi langsung, penyebaran angket, wawancara dan melalui Focus Group Discussion (FGD).

Berdasarkan hasil analisis diperoleh kesimpulan sebagai berikut: 1). Komunikasi Pendidikan untuk melestarikan batik di sentra batik Banjarnegara dapat dilakukan melalui jalur pendidikan formal, yakni di SMKN 1 Susukan, yang memiliki jurusan KKBT. 2) Komunikasi Pendidikan untuk melestarikan batik di sentra batik Banjarnegara dapat dilakukan melalui jalur pendidikan nonformal. Yakni siswa jurusan KKBT SMKN 1 Susukan melakukan praktek penhgalaman lapangan di UKM Batik Wardah di Desa Panerusan Wetan. 3). Kolaborasi antara pendidikan formal dan nonformal diperlukan untuk melestarikan batik di sentra batik Banjarnegara, dengan menekankan pada aspek kognitif (pengetahuan), afektif (sikap) dan psikomotorik (keterampilan). (\*)

Kata Kunci: Komunikasi Pendidikan, Komunikasi formal, Komunikasi Nonformal, generasi membatik

## ABSTRACT

### EDUCATIONAL COMMUNICATION IN THE CONSERVATION OF BATIK FOR STUDENTS IN BANJARNEGARA

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Students have an important role in efforts to preserve batik in the Banjarnegara batik centre, to be precise in Gumelem Wetan and Panerusan Wetan Villages, Susukan District. So far, the batik business at the batik centre in Susukan District, Banjarnegara has been dominated by women aged between 50 and 70 years. As seen in the Wardah Batik Small and Medium Enterprises (UKM) centre in Panerusan Wetan Village, which is managed by Budi Triyono (60).

In this case, researchers conducted a study entitled "Educational Communication in Batik Preservation for Students in Banjarnegara" to preserve batik as an ancestral cultural heritage. This study uses a qualitative case study method. Namely a form of qualitative research based on human understanding and behaviour based on human opinion. The subjects of this study were students majoring in Creative Craft, Batik, and Textile (KKBT) at SMK Negeri 1 Susukan, Banjarnegara. The data collection for this research was the result of direct observation, distribution questionnaires, interviews, and through Focus Group Discussion (FGD).

Based on the results of the analysis, the following conclusions are drawn: 1). Educational communication to preserve batik in the Banjarnegara batik centre can be carried out through formal education, namely at SMKN 1 Susukan, which has the KKBT major. 2) Educational Communication to preserve batik in Banjarnegara batik centres can be carried out through non-formal education channels. Namely students majoring in KKBT SMKN 1 Susukan doing field experience practice at UKM Batik Wardah in Panerusan Wetan Village. 3). Collaboration between formal and non-formal education is needed to preserve batik in the Banjarnegara batik centre, with an emphasis on cognitive (knowledge), affective (attitude), and psychomotor (skills) aspects. (\*)

Keywords: Educational Communication, Formal Communication, Non-Formal Communication, batik generation