

# Innovation in Packaging and Informative Leaflets for Handwritten Batik Products Using Natural Dyes from Ciwaringin, Cirebon Regency, Indonesia

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## ABSTRACT

Ciwaringin batik is one of the distinctive batik styles from Cirebon Regency. Its uniqueness is expressed through narrative batik designs created by boarding school students and the values embedded in its motifs, writing techniques, and natural dyes. However, the value and price of this batik have not been complemented by packaging that effectively communicates the product's special qualities. This community service program, employing a research and development (R&D) approach, aims to create innovative packaging designs and informative leaflets that highlight the uniqueness of the product. During the research phase, observational studies and documentation analysis of the packaging used by artisans were conducted, followed by identifying accessible packaging innovation designs that the batik artisan community and cooperatives could easily adopt. The development stage involved designing packaging innovations and leaflets, along with testing and implementing these innovations. The program has resulted in three marketing innovations. A standardized black packaging color was introduced to showcase the elegance and sturdiness of Ciwaringin batik. This packaging is easily accessible to artisans and can be purchased in-store and online. Incorporating Ciwaringin's regional name as a logo represents the geographical indication and is collectively owned by all artisans. Using written narrative stories to convey information, enhancing access to and dissemination of knowledge about the batik.

**Keywords:** Branding, Leaflet, Storynarrative, Marketing, MSMEs.

## I. Introduction

Batik is not merely an art form on a piece of fabric, but it has also become a marker of social class and a form of nationalism (Aini, 2021; Kurniawan, 2022; Maziyah et al., 2016; Sakul, 2020; Trixie, 2020). Nationalism in batik involves preserving domestic products' use, understanding, and economic value (Wijayanti, 2021). Batik also serves as a form of cultural preservation, encompassing values and philosophical meanings, such as using batik designated for special rituals and nobility status (Kartikawati, 2018). Batik is included in the artifact communication category, which is defined as communication that occurs through clothing. Handwritten batik



is considered one of the expensive and luxurious garments due to its handmade process, which adds unique value (Susanti & Azhar, 2020).

Based on the wax application method, batik can be categorized into four types: batik tulis, batik cap, combined batik (tulis and cap), and printing batik. Batik tulis is made manually and requires skill, experience, precision, patience, diligence, and a considerable amount of time, typically around two to three weeks to complete a single production cycle. Therefore, batik tulis is considered a special batik with a relatively higher value (Yunanto, 2022). On the other hand, batik cap is a fabric decorated using batik patterns and textures formed by stamps made from copper, and it usually requires only about 2 to 3 days to produce (Kartikawati, 2018). In its development, batik has also utilized natural colors as dye for the fabric. The natural dyes used are derived from the extraction of leaves, stems, bark, flowers, fruits, and roots of plants, depending on their species and the concentration of the dye. Some natural substances that can be used to obtain natural colors include extracts from mahogany bark, teak leaves, and even various parts of plants such as fruits, flowers, and leaves (Alamsyah, 2018).

Cirebon batik, often synonymous with the Trusmi batik center, also includes another type known as Ciwaringin batik. The Ciwaringin batik center is located in Blok Kebon Gedang, Ciwaringin Village, Cirebon Regency, West Java. Ciwaringin batik has unique coloring and motifs compared to Trusmi batik. Ciwaringin batik began to thrive and develop in the 1950s, managed by the local community from the Raudlotul Tholibin Islamic boarding school in Babakan Ciwaringin. Initially, batik-making was an activity undertaken by students of the boarding school using techniques developed by students from the Lasem region. Therefore, Ciwaringin batik possesses characteristics of inland batik (HK & Wulandari, 2019).

The motifs of Ciwaringin batik reflect the aesthetic-symbolic values, moral-philosophical values, and the creative economic values of its supporting community. Using natural dyes (ZPA) is one of the product's strengths in addressing environmental issues caused by using chemical dyes in the textile industry. The straightforward and simple motifs and natural dyes that give the batik a softer appearance are characteristics of Ciwaringin batik (HK & Wulandari, 2019). The price for a hand-drawn batik dyed with natural dyes from Ciwaringin ranges from IDR 600,000 to 1.2 million for cotton and IDR 2.5 million to 3.5 million for silk. This price is relatively high compared to stamped batik and synthetic dye batik, which range from IDR 150,000 to IDR 600,000. The consumers of Ciwaringin batik are still limited to high-end batik enthusiasts who become regular customers or as gifts for a limited audience due to the high price of each piece of Ciwaringin batik (Vidiati et al., 2022). With the fantastic price of a single batik piece, unfortunately, the packaging used by the artisans is still not quite appealing. The current packaging consists of a colored cardboard box with mica, with the sides connected using staples. The price of one of these boxes ranges from Rp. 3,000 to Rp. 4,000. Meanwhile, the shopping bags are made from patterned batik paper. These paper bags can be freely found in stationery stores, priced between Rp. 2,000 to Rp. 3,500. This creates a paradox between the product and its inadequate packaging.

Packaging has an impact on sales. The packaging of a product is often referred to as "the silent salesman/saleswoman" because it represents the absence of a salesperson in conveying the quality of the product being sold. The better the packaging, the more it enhances the product's perceived quality (Mashadi & Munawar, 2021). According to Klinchuk (2007), the unique attributes of a product can enhance its appearance and aesthetics and strengthen the distinctions among various product lines and types (Mashadi & Munawar, 2021). The development of packaging forms should be pursued as a value-added aspect of a product, attracting more consumer attention and aligning with its category. It is hoped that it can utilize new, more efficient, and environmentally friendly materials.



**Figure 1. Packaging Of Ciwaringin Hand-Drawn Batik with Natural Dyes**

Source: Team documentation

Packaging can also serve as a medium for product promotion. A product's advantages or unique value can enhance its appeal, educating consumers about their chosen product. Currently, explanations regarding the distinctive value of batik are only conveyed verbally by artisans and have not yet been documented in writing. Product value is typically communicated during marketing, either directly from artisans to buyers at showrooms or exhibitions. Information on the advantages of batik is not yet available in printed or digital form. Therefore, an innovative leaflet containing this information is needed.

The community service program implemented to address this issue involves creating packaging designs that are simple and affordable. Simple means the packaging can be easily obtained through online purchases or orders with a straightforward design. Affordable means the packaging is economically priced at no more than Rp 10,000. While this price may be 300% higher than conventional options, it remains highly accessible compared to the product price range of Rp 1,000,000 to Rp 5,000,000. This means the packaging cost only accounts for 1% of the product price. Some high-end products even have cheaper packaging due to mass printing. Additionally, information on the product's advantages and value should be included.

## II. Research Method

The method used in this study employs a Research and Development (R&D) approach. The stages of the community service program are illustrated in the figure below.



**Figure 2. Stages of development R&D Method in Community Service at Ciwaringin**

The research stages were conducted through observation and documentation. Observation involved direct examination of the research object, namely Ciwaringin Batik products and their packaging. This included analyzing product characteristics, packaging materials, and visual elements of existing packaging and identifying shortcomings in Ciwaringin Batik packaging compared to similar products. Documentation was carried out by photographing the products and their packaging firsthand to supplement existing data. The process continued with packaging and leaflet design, design printing, and innovation adoption.

The development phase involved designing packaging, labels, and leaflets. These innovative designs were based on preliminary research. The process began with observational analysis of existing packaging

conditions. Findings from these observations were then documented, forming the conceptual foundation for the sticker and leaflet designs. The sticker and leaflet designs were created as universal templates, making them adaptable for any artisan or cooperative group. The new packaging innovation was implemented over one year. This implementation was accompanied by marketing mentorship support. The mentoring program ran concurrently from January to December 2023.

### III. Results and Discussion

Packaging is one of the sales strategies that can be applied in the business world. Various information about the products being sold can be conveyed through a package. Packaging serves as a container, a means of distribution, and a means of marketing for a product. Packaging must be tailored to the product being sold and the target market segment. Packaging has the function of being a container, meaning it places the product in a way that makes it look worthy and safe to purchase. Branding a product through packaging means an effort made by the seller to strengthen the image of the product sold through packaging design (Saputro et al., 2022). Packaging design is something significant to pay attention to and will certainly require special attention. The package design will relate to the product image and be able to attract consumer attention as a positive response to buy the offered product. (Saputro et al., 2022).

#### 3.1. Design Concept

In designing packaging for Ciwaringin batik products, the packaging design incorporates the unique image of batik with characteristics that distinguish it from other batiks. It also contains elements of Cirebon culture, yet retains a modern feel. This modern concept with cultural elements is realized in several visual components of the packaging, such as illustrations, typography, colors, and the use of materials for the packaging itself. The target audience for this design is, of course, for all segments of society. The color of the packaging design must align with the base colors and materials used. The choice of colors in packaging design should contrast with the background and not conflict. For example, if the background is dark, the objects on that background should be light in color. This will make it easier for consumers to see and read the text and information on the packaging design.

##### 3.1.1. Use of Black as a Base Color

Black was chosen as the color used in Ciwaringin batik packaging design because black has positive values; it represents strength, power, weight, luxury, elegance, formality, seriousness, prestige, silence, and mystery. The effect on the product is that black makes other colors appear brighter. The psychological therapy effect of the color black can enhance self-confidence and strength, and is associated with confidentiality. About local culture, black is used for young boys (Chinese) and is associated with career, knowledge, sorrow, and redemption (Saputro et al., 2022). The color black evokes a mystical atmosphere, embodying a philosophy of elegance, sophistication, mystery, and assertiveness. Black pairs well with any brighter hue as a base color, enhancing its versatility. Moreover, black lends a luxurious and elegant impression to Ciwaringin batik products, which are known for their exceptional quality and high market value. Therefore, using black as a foundational color aims to convey the product's exclusivity and premium nature (Yuwarti & Samsoro, 2019).

##### 3.1.2. Innovation in Ciwaringin Batik Tulis Natural Dye Logo

A logo serves as a brand or product symbol, aiding consumers in identifying the products offered by a particular brand. A well-designed logo is crucial for entrepreneurs—it distinguishes their products from competitors and reinforces brand identity. An effective logo should be clear, memorable, easily recognizable, and reflective of both the brand and its products (Alvian et al., 2023).

### 3.1.3. Logo Design Considerations for Ciwaringin Batik Tulis

When creating a product logo, careful attention must be given to composition, including text size, image selection, and color contrast. In marketing, a product's visual identity plays a crucial role and is a key factor in its success. An effective logo should be both unique and representative of the brand. For this innovation, the primary logo features the brand name while highlighting the product's origin—Ciwaringin batik. The design emphasizes simplicity, elegance, and aesthetic appeal, aligning with current market trends to ensure relevance and consumer appeal.



**Figure 3. Logo of Ciwaringin batik product**

### 3.1.4. Development Stages

This development stage consists of a series of innovations that include creating sticker label designs, leaflets, primary packaging, and secondary packaging.

### 3.1.5. Sticker label production

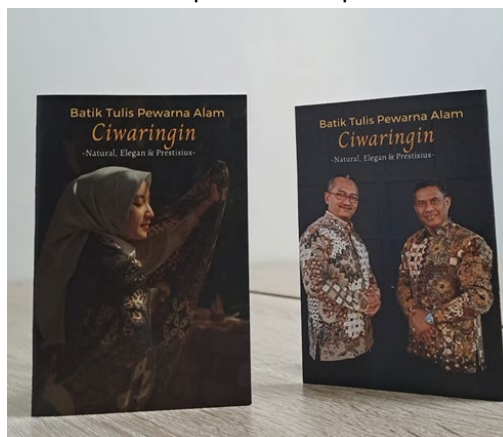
Labels on products are written information, images, or signs placed on the packaging or the product itself, which usually contain information about the product being sold. Product labels may include information such as product name, origin, brand, manufacturer, ingredients, usage instructions, certifications, and product quality. The purpose of creating product labels is to provide accurate and precise information to consumers about the products they purchase or use. (Imani et al., 2023). The technique of making, as well as the application, being quite simple, allows label stickers to be used by all MSME players. The creation of label stickers for Ciwaringin batik packaging itself can be used as a marketing communication and product branding strategy. The label sticker on Ciwaringin batik products contains information about the origin of Ciwaringin batik, the various batik motifs, and the quality of the batik products produced. In addition to being used to convey product information, this label sticker is also used to seal the Ciwaringin batik packaging. Thus, creating this label sticker can also enhance the security of Ciwaringin batik products.



**Figure 4. Design of Ciwaringin Batik Sticker Label**

### 3.1.6. Leaflet Creation

A leaflet is a form of delivering information on a single sheet of paper, presented in the form of 2-3 pages, used as a medium to convey information and appeals. To make it visually appealing, leaflets are usually carefully designed, complete with attractive illustrations and simple, concise language that is easy for readers to understand. The use of images, colors, layout, and the information conveyed must be considered in a leaflet. Entrepreneurs often choose leaflets because of their practical and portable form (Sari et al., 2023).



**Figure 5. Outer cover of the leaflet**



**Figure 6. Innovation of the Leaflet Inner View**

### 3.1.7. Packaging

Two types of packaging will be made, namely primary and secondary packaging.

### 3.1.8. Primary Packaging

The primary packaging will be designed in the shape of a square box. The square shape is chosen because it can save space and is strong, as all four sides can support the product inside (Priscillya et al., 2019). The primary packaging in contact will be made into two different shapes. The first square box packaging is for clothes or fabric, which can be purchased for around Rp. 7,000, and is shaped like a pizza box. It can be bought online with dimensions of 30 x 20 x 7 cm. The second shape is rectangular packaging for fabric, costing approximately Rp. 3,000.



**Figure 8. Batik Pizza Box Packaging**



**Figure 9. Pizza Box as Batik Packaging with Sticker Label Top View**



**Figure 10. A rectangular black batik box**

### 3.1.9. Secondary packaging

Secondary packaging is designed for practicality to carry more than one primary package. In addition, secondary packaging protects the primary packaging. Another function of secondary packaging is to provide double protection for the product to prevent impacts during transport. This packaging design addresses the weaknesses of the Ciwaringin batik product packaging, which has only been protected by mica paper. The perceived weaknesses include product protection and less attractive visual aspects (Priscillya et al., 2019). The secondary packaging is made as a paper bag/handbag with an estimated price of IDR 10,000 using embossed or glossy materials with dimensions of 25 x 10 x 40 cm, and can be purchased online. The secondary packaging is also equipped with straps made of comfortable material so that it does not hurt when held for an extended period.



**Figure 11. Black Handbag**



**Figure 12. All batik packaging innovations**

### 3.1.10. Utilization of Packaging Design

The Ciwaringin batik MSMEs need to continually develop to become larger businesses that can stimulate the economic wheels of entrepreneurs. One way to improve is through product marketing, which uses information technology promotions to offer consumers Ciwaringin batik products. In addition, exhibitions can be conducted at events to introduce products to consumers. This includes recognizing changes in the use of packaging design, which previously only used mica paper and handed over goods to buyers. Based on this, to assist partners in their business, the introduction to utilizing packaging design will also contain the identity of the MSME, such as a logo, product description, product quality information, and contact details that can be reached.



**Figure 13. Leaflet as an Information Medium Used to Support Marketing at Exhibitions**

Innovative packaging aims to provide exclusive value to the product as a premium-class batik. Packaging innovation is based on the ease artisans can access products instantly and place orders online. The standardization of packaging colors aims to become a characteristic agreed upon by all artisans. In addition, the innovation of leaflets aims to ensure that the unique value of Ciwaringin's natural dye batik becomes a support for reaching consumers. Until now, the advantage of the new batik has been based on the oral stories of artisans. Furthermore, innovative packaging can be developed using more environmentally friendly materials, such as household waste or materials from the local environment.

The development of Ciwaringin's natural dye batik has many opportunities for development, such as the digitalization of communication and information technology, like barcode technology, both in marketing processes and in educating about the value of batik. Information about the value of Ciwaringin batik can be provided in English to be accessed and disseminated to the international community, especially during international exhibitions. This presents an opportunity for community service programs. Strengthening human resources needs to be enhanced, especially involving the younger generation, or Generation Z, who are willing to become successors as young batik artisans or digital marketing managers. Integrated marketing is needed to support the direction of community-based craft industrialization. Moreover, village-owned enterprises (BUMDes) or cooperatives can be maximized to strengthen marketing through digital means, coordinating packaging, and others.

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