

The Role Of The Board Of The Society Of The Batik Tulis Jetis Village In The Process Of Empowerment Was Micro, Small, And Medium Enterprises Of Batik Tulis (The Case In The Batik Tulis Village Jetis Village District Sidoarjo The District Of Sidoarjo)

ABSTRACT

5 empowerment programs made by governing community had already give good benefit and impact for the subject of small medium business community/creator, but the goog impact did not be perceived equally yet by all of the subject of small medium business community/creator because of there are 2 society group in the Jetis Village, That is modern group society and traditional group society.

Traditional group society is a group that maintain originally of handmade Batik Tulis Jetis which is incidentally very contrast with 5 main empowerment programs from governing community. This group stated that handmade Batik Tulis Jetis that become heritage must be treated and preserved good it doesn't get rid of the originality. While modern group society is a group that maintain handmade Batik Tulis Jetis correspond to the context of it's time. Their point of view is very dynamic because can harmonize between cultural heritage with the advance of digital technology.

Generally, all the subject of small middle business community/creator of handmade Batik Tulis Jetis is ready to face ASEAN Economy Society (MEA), however no existence of an standard scale (ASEAN) of batik make them become pessimist so they insist the Government to make a standard batik that recognized by ASEAN.

Keywords: empowerment, small medium business community/creator, ASEAN community society, capacity building.