

## DOES BATIK DESIGN PROCESS IN INNOVATION ORIENTED WITH TECHNO- PRENEURSHIP? THE CASE OF MALANG

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### ABSTRACT

*This research paper depicts about any significant of design, product, and imple-menting of batik Malang is increase creativity for entrepreneur in their indus-tries. Entrepreneurship is attract to more attention than ever as a rapidly growth and constantly change of design. This can develop an ability to redesign and manage innovative projects and some entrepreneur mind by their behavior such as discipline and structure. Innovation has an important thing on entrepreneur scope to get success in fashion industry. It was seasonal cyclic demand, requires intense design process, and incubation the new ideas for every three until six months. In the global economy, some relies are discovered by design and innova-tion for batik product's as uniqueness.*

**Keywords:** design process, fashion, innovation, entrepreneur, batik Malang

### INTRODUCTION

According to Robert Hisrich, success for company or industry is continually innovate and the entrepreneur need to understand product innovation and process innovation (Hisrich, 2004). Innovation is an essential element in enterprises by creating new business activity. The business of fashion industry is require sophisticated management techniques in addition to a high level of creativity and innovation in the fashion industry.

### TEORITICAL FRAMEWORK

#### **Innovation Oriented Entrepreneurship: Fashion Industry Of Batik**

Ultimately, many entrepreneur can create value in a number of ways and invent a new products and services, develop a new technology, discover a new knowledge, improve existing products or services, find different ways of providing more goods and services with fewer resources. This research also shown any finding such a new ways of satisfy customer needs, invent a new product, and services, put together existing good ideas, then take create new twists on existing product and service are hallmarks of the entrepreneur (Scarborough & Zimmer, 2005).

#### **Creativity Process In Fashion Industry**

As an informant about entrepreneurs, creativity is an ability to develop a number of new ideas and to discover new ways of looking at problems and opportunities. This can explore about innovation can catch up an ability to apply creative solutions to those problems and opportunities to enhance or enrich people's life. As the product of communication process, creativity appears have been connected by someone other than its originator.

#### **A Product For Those Who Want The Best Of Batik Cirebon**

In term of business fashion in Indonesia, batik Cirebon history is to extent in Indonesia modernization and traditional culture that acceptance of Western aesthetics, values, and changes, development in unique ideas, and also smartness entrepreneur in the world. The evolution is development in textiles and ready wear batik industry like Cirebon styles.

### METHODOLOGY

This research study aims to conduct a meta-analysis to the relationship between learning ideas in creative economic improvement to the ability of entrepreneurs such as batik and market share to sell with any strategy by online or offline. Based on these research areas, researchers was used by key words with new ideas, innovation of product, and also strategy with design teams. Articles are search by online databases through [www.sciencedirect.com](http://www.sciencedirect.com) published from 2010 to 2019 and books related to innovation, entrepreneurship, business project, and local areas in Cirebon.

This research has any criteria such as:

1. Scientific articles are discussed by an absorptive capacity and business ideas for management as independent variables, associated with innovation in various forms of local product.
2. Articles using in English text or sources
3. Articles have published years from 2010-2019

Based on predetermined criteria, 10 articles were captured by initial stage which was discussed by good ideas and innovation, indeed.

## RESULTS

The results of meta-analysis has been carried out provide and always support to develop of crisis ideas in local community in Malang. So, they can analyses any new creative economy from various skills in business and design such as packaging and market off. There are also included really expertise in creating sources of new innovations, project management, and business project to direct get a results with demand from customer. In this case, entrepreneurs is not limited to explore any innovation from others people. However, the local government in Malang should have give any training and collaboration with other trainer and communities to improve their ability such as motivation and learning through digital process. Sometimes, an urgency of a cup for innovation is needed by local communities in Cirebon, because they did not have much time. Moreover, it can reinforce innovation with design of batik like millennial needed and helped them.

For example, the demand and supply form batik is very high pattern such as motif and colors, which is revolution with technology in International market platform industry. Because, in some many articles are talked about innovation of product, but limitation for the methods of designing with unique and digital condition. In this research, it hope to success creation to development management system about batik Malang. Similarly, fashion of batik has an energy about Indonesia and significant effect to know many more innovation with alternative to attract attention from customers in the world by online system.

## CONCLUSION

In this case, enterprise need innovation to be more efficient and productive as well as to offer, which is an entrepreneur. Since, any speed in the nature of fashion batik industry pattern. It would be caused by simple innovation to be one of the most significant field in economy areas. Suddenly, innovation will prevent enterprise from young generation and also make entrepreneur from one step ahead like concept by a new design process. In my occasional, innovation has been oriented with entrepreneurship, which is a process of making use of opportunities.

Ultimately, at the same time, the present research can represent a significant and original contribution that investigate the relationship between design process, innovation oriented entrepreneurship, and behavior as a competitiveness advantage in fashion industry by examining a case in Indonesia.

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