

ABSTRACT

Batik Mahkota Laweyan is a microenterprise operating in the fashion sector, specifically in the sub-sector of hand-drawn batik. It is the oldest hand-drawn batik microenterprise in Solo City, known for its distinctive motifs. The contemporary motifs found in hand-drawn batik are exclusively owned by Batik Mahkota Laweyan, making it the only one certified with Indonesian National Standard (SNI).

Despite its strengths, according to the owner and a potential customer of Batik Mahkota Laweyan, they face challenges in marketing and human resources. However, the preliminary interview data suggests that marketing and human resources challenges are not the sole issues faced by Batik Mahkota Laweyan. Therefore, further exploration is needed in this research to enhance the value of Batik Mahkota Laweyan's products.

The research methodology employed in this study is design thinking approach with inputs from four different backgrounds of informants, each consisting of five individuals. Informants were selected based on their relevance to the research backgrounds. The approach involved interviews and descriptive analysis. The practical objective of this research is to provide solutions as feedback to mitigate the risks faced by Batik Mahkota Laweyan.

Keywords: Design thinking, Batik, Product Value, Microenterprise