ABSTRACT

Batik, as one of Indonesia's leading creative economy products, holds promising export potential in the international market. However, the fluctuations in export values and the dynamics of global markets present challenges in predicting future trends to support more precise expansion strategies. Therefore, accurate predictive analysis is essential to provide insights into the future export value of Indonesian batik.

The aim of this research is to analyze and project the export value of Indonesian batik to the United States, Japan, and Germany in 2045 using the Long Short-Term Memory (LSTM) model. This model is developed based on historical export data from 2010 to 2021. The study employs a quantitative method utilizing secondary data sourced from the Central Statistics Agency (BPS) processed by the Data and Information Center of the Ministry of Industry, which includes information on destination countries, export weight, and export value in USD.

Keywords: *Export prediction, Indonesian batik, Long Short-Term Memory (LSTM), International market trends.*