

## Sarong Batik Pekalongan: Geographical Indication & Sustainable Tourism Development in Pekalongan



Kevin Gustian Yulius<sup>1</sup>, Myrza Rahmanita<sup>2</sup>, Diena Mutiara Lemy<sup>3</sup>, Sri Mariati<sup>4</sup>

<sup>1,2</sup> Doctoral in Tourism Program, Trisakti Institute of Tourism, South Jakarta, Jakarta, Indonesia

<sup>3</sup> Faculty of Hospitality & Tourism, Universitas Pelita Harapan, Tangerang, Indonesia

<sup>4</sup> Doctoral in Tourism Program, Trisakti Institute of Tourism, South Jakarta, Jakarta, Indonesia

**ABSTRACT:** This study explores the development of sustainable tourism in Pekalongan, Indonesia, through the Geographical Indication (GI) of Sarong Batik Pekalongan. Recognized in 2023 with GI status, Sarong Batik Pekalongan is a product deeply rooted in local tradition, distinguished by its unique production methods, diverse motifs, and high-quality craftsmanship. The study employs a qualitative case study approach, utilizing primary data from structured interviews with key stakeholders and field observations, as well as secondary data from relevant articles and government publications. Data analysis was conducted using SWOT (Strengths, Weaknesses, Opportunities, Threats) and SOAR (Strengths, Opportunities, Aspirations, Results) frameworks to develop strategic insights into leveraging GI for sustainable tourism. The results highlight the significant role of GI in preserving cultural heritage, enhancing product authenticity, and fostering economic growth through tourism. The SWOT analysis identified critical areas for improvement, such as limited awareness and market penetration challenges, while also highlighting opportunities in cultural tourism and sustainability trends. The SOAR analysis emphasized positive growth strategies, focusing on community empowerment and global recognition. Based on these findings, the study proposes strategic frameworks for stakeholders, including business owners and policymakers, to optimize the benefits of GI in sustainable tourism development. The study concludes that effective utilization of GI requires collaborative efforts between local communities, business owners, and policymakers to fully realize its potential. This research provides a model for other regions aiming to balance cultural preservation with sustainable economic development through tourism.

**KEYWORDS:** Cultural heritage, Geographical Indication, Sarong Batik Pekalongan, Sustainable tourism, SWOT analysis, SOAR analysis

### I. INTRODUCTION

City of Pekalongan, often referred to as "Kota Batik" or the City of Batik, holds a significant place in Indonesia's cultural and economic landscape (Yulius et al., 2024). Located on the northern coast of Central Java, this city has become synonymous with batik, a traditional textile art form that has gained both national and international acclaim (Bariroh et al., 2024; Damayanti & Latifah, 2015). The vibrant batik industry in Pekalongan not only preserves cultural heritage but also serves as a crucial driver of local economic growth. Batik, with its intricate patterns and rich history, is more than just a craft in Pekalongan—it is a symbol of identity and a cornerstone of the local economy (Budiarto et al., 2024). The unique designs of Sarong Batik Pekalongan, influenced by diverse cultural interactions, set it apart from other batik-producing regions (Muiz et al., 2023). These distinct characteristics have positioned Pekalongan as a leading center for batik production, attracting tourists and cultural enthusiasts from around the world (Hayati, 2012).

In 2023, Sarong Batik Pekalongan was officially recognized as a product with Geographical Indication (GI) status, highlighting its unique qualities tied to the region's natural and human factors (Pemerintah Kota Pekalongan, 2023). This designation not only protects the cultural and economic value of Sarong Batik Pekalongan but also provides an opportunity to enhance the city's tourism appeal. Geographical Indication serves as a tool for sustainable tourism development, fostering a deeper connection between visitors and the cultural heritage of the region (Martins et al., 2024; Varnekar & Chutia, 2024). The concept of sustainable tourism emphasizes balancing the economic benefits of tourism with the preservation of cultural and natural heritage (Gupta et al., 2024; Özgeriş et al., 2024). In Pekalongan, the GI status of Sarong Batik Pekalongan might be able to play a pivotal role in this balance by promoting traditional craftsmanship while ensuring economic benefits for local communities. This recognition safeguards the authenticity of the product and ensures that the benefits of tourism are distributed equitably.

## Sarong Batik Pekalongan: Geographical Indication & Sustainable Tourism Development in Pekalongan

The integration of Sarong Batik Pekalongan into sustainable tourism strategies aligns with global efforts to promote cultural tourism. Visitors to Pekalongan are not just consumers of a product but participants in a cultural narrative that spans generations in a city influenced by Chinese, Indian, and Arabic cultures (Suyani, 2013). By engaging with local artisans and experiencing the batik-making process firsthand, tourists gain a deeper appreciation for the cultural significance of batik and its role in the local community (Setyaningsih et al., 2024). Pekalongan's designation as a UNESCO Creative City of Craft and Folk Art in 2014 further reinforces its status as a cultural hub. This recognition complements the GI status of Sarong Batik Pekalongan, providing a platform for the city to showcase its rich cultural heritage on a global stage (Syahidah, 2022). The synergy between these two accolades enhances Pekalongan's appeal as a destination for cultural tourism.

The economic impact of tourism in Pekalongan is significant, with the batik industry serving as a primary attraction. The GI status of Sarong Batik Pekalongan enhances the city's brand as a destination for authentic cultural experiences. This branding not only attracts tourists but also fosters pride among the locals, strengthening the community's commitment to preserving its cultural heritage (Bariroh et al., 2024; Budiarto et al., 2024; Hayati, 2012). Environmental sustainability is another critical aspect of Pekalongan's tourism development. Traditional batik-making methods, particularly those using natural dyes, align with eco-friendly practices. By promoting these methods as part of the tourism experience, Pekalongan can position itself as a leader in sustainable tourism, appealing to environmentally conscious travelers.

Community involvement is central to the success of sustainable tourism in smaller city like Pekalongan (Riyanto et al., 2023). The GI status of Sarong Batik Pekalongan empowers local artisans by providing legal protection and market advantages (Sembiring, 2023). This empowerment encourages the community to actively participate in tourism initiatives, ensuring that the benefits of tourism are felt at the grassroots level (dos Santos et al., 2024). By leveraging its cultural heritage and aligning with global sustainability goals, Pekalongan is poised to become a leading destination for a form of sustainable cultural tourism (Fitriaty et al., 2024; Sihombing et al., 2024; Zubiaga et al., 2024). This article explores the intersection of Geographical Indication, cultural preservation, and sustainable tourism in the context of Sarong Batik Pekalongan, providing insights into the city's journey towards sustainable development.

This article explores the development of sustainable tourism in Pekalongan through the geographical indication of Sarong Batik Pekalongan. It examines the interplay between GI designation, cultural preservation, and economic development, offering insights into how GI can be leveraged to promote sustainable tourism in culturally rich destinations. By analyzing this approach in Pekalongan, the researcher aims to provide a more generic model for regions seeking to balance heritage conservation with sustainable tourism development.

## II. METHODS

This research employs a qualitative approach with a case study methodology to explore the development of sustainable tourism through the Geographical Indication of Sarong Batik Pekalongan. The case study approach allows for an in-depth examination of the unique context of Pekalongan, focusing on how the Geographical Indication status influences sustainable tourism development (Creswell & Creswell, 2018; Creswell & Poth, 2018).

### A. Data Collection

The study utilizes both primary and secondary data to provide a comprehensive analysis:

- **Primary Data:** Data were collected through structured interviews and field observations (Jamshed, 2014). Structured interviews were conducted with key stakeholders, including government officials from local tourism and industry & manpower office, members of the sarong batik community, and local cultural figure. The interviews aimed to gather insights into the perceptions, challenges, and opportunities related to the GI status of Sarong Batik Pekalongan. Field observations were conducted at various batik production sites, markets, and cultural heritage locations to document the practices and experiences related to batik tourism.
- **Secondary Data:** Secondary data were sourced from articles, government publications, industry reports, and other relevant resources. These documents provided context and background information on the historical development of the batik industry in Pekalongan, the process of obtaining GI status, and the broader implications for tourism and economic development.

### B. Data Analysis

The collected data were analyzed using both SWOT (Strengths, Weaknesses, Opportunities, Threats) and SOAR (Strengths, Opportunities, Aspirations, Results) matrices (Sobel, 2023) to identify and develop strategic insights:

- **SWOT Analysis:** The SWOT matrix was used to evaluate the internal and external factors affecting the development of sustainable tourism in Pekalongan (Puyt et al., 2023). From the SWOT analysis, four strategic frameworks were developed:
  - **S-O Strategies:** Leveraging strengths to capitalize on opportunities.
  - **W-O Strategies:** Addressing weaknesses to take advantage of opportunities.
  - **S-T Strategies:** Using strengths to mitigate threats.
  - **W-T Strategies:** Minimizing weaknesses to defend against threats.

## Sarong Batik Pekalongan: Geographical Indication & Sustainable Tourism Development in Pekalongan

- SOAR Analysis: The SOAR matrix focused on identifying the strengths and opportunities that can be leveraged to achieve future aspirations and desired results (Khavarian-Garmsir & Zare, 2015). This analysis aimed to highlight the positive aspects of the GI status and its potential to drive sustainable tourism development.

By employing both SWOT and SOAR analyses, the study provides a balanced examination of the current situation and future possibilities. The integration of these two methods allows for a comprehensive strategic assessment, helping to identify actionable insights and pathways for promoting sustainable tourism in Pekalongan.

### III. RESULTS & DISCUSSION

#### A. Sarong Batik Pekalongan

##### Technical and Material Characteristics

Sarong Batik Pekalongan is distinguished by its unique production methods, which include hand-drawn (canting), stamped (cap), and a combination of both techniques. The canting method is the most traditional, involving the use of a small tool to apply hot wax on fabric, creating intricate patterns. This technique demands high precision and can take months to complete. The stamped method, introduced in the 20th century, uses copper stamps to apply wax, allowing for quicker production while maintaining design consistency. The combination technique integrates both methods to enhance detail, with canting used to refine areas not achievable by stamping alone.

The fabrics used for Sarong Batik Pekalongan include manually woven (ATBM) and machine-woven (ATM) textiles, utilizing materials like cotton, silk, rayon, and viscose. These fabrics are selected for their ability to absorb dyes and retain color vibrancy. Cotton fabrics are commonly used, ranging from high-quality primisima cotton for hand-drawn batik to lower-quality cotton for simpler designs. Silk and rayon offer alternative textures, with silk providing a luxurious feel and rayon offering a smooth, semi-synthetic option.

##### Dyeing Processes

The dyeing process in Sarong Batik Pekalongan involves both natural and synthetic dyes. Natural dyes are derived from plants, such as indigofera for blue, secang wood for red, and tingi bark for reddish-brown hues. These dyes are known for their muted, natural tones and eco-friendly properties. Synthetic dyes, like naphthol and indigosol, provide a broader color range and more vibrant hues, catering to diverse consumer preferences. The dyeing process is meticulous, involving multiple stages of dye application and wax removal to achieve the desired patterns and color depth.

##### Motifs and Ornamentation

The motifs of Sarong Batik Pekalongan are heavily influenced by cultural and natural elements. Common motifs include floral patterns, mythical creatures, and geometric designs. These motifs often incorporate detailed isen (filler patterns) like dots or lines that add complexity to the designs. The use of bright and contrasting colors, such as red, green, and blue, is characteristic of Pekalongan's batik style. Ornamental elements like the Garuda or Sawat motif reflect the region's rich cultural heritage and symbolize specific meanings in Javanese tradition.

##### Geographical Indication and Quality Control

On February 17, 2023, Sarong Batik Pekalongan received Geographical Indication (GI) status with certificate number "ID G 000000139". This designation ensures the authenticity and quality of the product by protecting it under intellectual property laws. The GI status is awarded based on the unique characteristics of the product that are intrinsically linked to its geographic origin. Quality control measures categorize the products based on the layout, color composition, motifs, and production techniques, ensuring consistency and authenticity in each piece.

# Sarong Batik Pekalongan: Geographical Indication & Sustainable Tourism Development in Pekalongan

## B. SWOT Analysis

**Table 1. SWOT Matrix of Sarong Batik Pekalongan**

<p><b>Strengths</b></p> <ol style="list-style-type: none"> <li>1. Cultural Heritage: Sarong Batik Pekalongan is deeply rooted in local tradition, making it a unique cultural asset.</li> <li>2. Geographical Indication (GI) Status: Official recognition provides legal protection and enhances the product's market value.</li> <li>3. Artisan Skill: High craftsmanship in batik-making techniques ensures product quality and authenticity.</li> <li>4. Diverse Motifs and Techniques: Variety in design and production methods caters to different market segments.</li> </ol>	<p><b>Weaknesses</b></p> <ol style="list-style-type: none"> <li>1. Limited Awareness: Insufficient promotion of the GI status and its benefits among local artisans and consumers.</li> <li>2. Production Challenges: Dependence on traditional methods can lead to slower production times and higher costs.</li> <li>3. Market Penetration: Limited access to broader markets due to competition and lack of modern marketing strategies.</li> <li>4. Environmental Concerns: Use of synthetic dyes may conflict with sustainable practices desired by eco-conscious tourists.</li> </ol>
<p><b>Opportunities</b></p> <ol style="list-style-type: none"> <li>1. Tourism Growth: Increasing interest in cultural tourism can boost local and international visitor numbers.</li> <li>2. Sustainability Trends: Growing global demand for sustainable products aligns with natural dyeing methods in batik-making.</li> <li>3. Government Support: Policies promoting cultural heritage and tourism development can provide additional resources.</li> <li>4. International Markets: Expansion into global markets with a focus on the uniqueness of GI-certified products.</li> </ol>	<p><b>Threats</b></p> <ol style="list-style-type: none"> <li>1. Competition: Other regions producing similar batik products can dilute Pekalongan's brand identity.</li> <li>2. Economic Instability: Fluctuating economic conditions can impact tourism and consumer spending on luxury goods like authentic sarong batik.</li> <li>3. Environmental Risks: Climate change and environmental degradation could affect the availability of natural resources for dyes.</li> <li>4. Regulatory Changes: Changes in intellectual property laws or trade regulations may impact the GI status or market access.</li> </ol>

Sarong Batik Pekalongan's strengths lie in its rich cultural heritage and the high level of craftsmanship that defines its production. The Geographical Indication (GI) status not only enhances its market value but also ensures the product's authenticity and quality, making it appealing to a wide range of consumers due to its diverse motifs and techniques. However, there are significant challenges, including limited awareness of the GI benefits among local stakeholders, production inefficiencies tied to traditional methods, and difficulties in market penetration. Environmental concerns related to synthetic dyes further complicate efforts to align with sustainable practices.

Opportunities for Sarong Batik Pekalongan are abundant, particularly with the growing interest in cultural tourism and global trends towards sustainability, which complement the traditional batik-making process. Government support and potential expansion into international markets offer avenues for growth. Nonetheless, threats such as competition from other regions, economic instability, environmental risks, and potential changes in regulatory frameworks could impact its sustainability and market position. Addressing these factors is crucial for leveraging Sarong Batik Pekalongan's strengths and opportunities while mitigating its weaknesses and threats.

## C. Sustainable Tourism Development Strategies

Based on SWOT Matrix, 4 strategic frameworks are developed, and each strategy are categorized into four pillars of sustainable tourism as follows:

**Table 2. Sustainable Tourism Development Strategies Based on Pillars of Sustainable Tourism**

	<b>Economic</b>	<b>Cultural</b>	<b>Social</b>	<b>Environmental</b>
<b>S-O (Strengths-Opportunities) Strategies</b>	Promote Sarong Batik Pekalongan as a Premium Cultural Product: Leverage the GI status to position Sarong Batik Pekalongan as a premium product in both domestic and international markets, capitalizing on the	Highlight Traditional Craftsmanship in Tourism Campaigns: Use the unique craftsmanship and diverse motifs of Sarong Batik Pekalongan in marketing materials to attract tourists	Develop Artisan Workshops for Tourists: Establish interactive workshops where tourists can learn batik-making techniques, enhancing their engagement and	Promote Eco-friendly Batik Production: Emphasize the use of natural dyes in batik production as a sustainable practice, aligning with global trends in eco-tourism.

## Sarong Batik Pekalongan: Geographical Indication & Sustainable Tourism Development in Pekalongan

	increasing interest in cultural tourism.	interested in authentic cultural experiences.	appreciation for the local culture.	
<b>W-O (Weaknesses-Opportunities) Strategies</b>	Expand Market Access through Digital Platforms: Develop e-commerce platforms to increase the market reach of Sarong Batik Pekalongan, addressing market penetration issues and tapping into global markets.	Educational Programs on GI Importance: Implement educational initiatives to raise awareness among local artisans about the benefits of GI status, encouraging greater participation and preservation of traditional crafts.	Community Training on Sustainable Tourism: Provide training for the local community on how to integrate sustainable practices into tourism offerings, fostering inclusive growth and community involvement.	Support for Sustainable Batik Enterprises: Offer incentives for batik producers who adopt sustainable practices, such as using natural dyes or reducing waste, to encourage eco-friendly production methods.
<b>S-T (Strengths-Threats) Strategies</b>	Strengthen the Sarong Batik Pekalongan Brand: Differentiate the product from competitors by emphasizing its GI status and cultural significance, creating a strong, recognizable brand identity.	Preserve Traditional Batik Techniques: Initiate programs to document and preserve traditional batik-making methods, ensuring that these practices are maintained despite external pressures and competition.	Foster Community Pride in Batik Heritage: Encourage local pride in Sarong Batik Pekalongan by involving the community in cultural festivals and events that celebrate the city's batik heritage.	Develop Resilience Plans for Environmental Risks: Create strategies to mitigate the impact of environmental changes on batik production, i.e. securing alternative natural dye sources or adapting production methods.
<b>W-T (Weaknesses-Threats) Strategies</b>	Enhance Production Efficiency: Introduce semi-modernized production techniques that respect traditional methods while improving efficiency, reducing costs, and increasing competitiveness.	Collaborate with Cultural Institutions: Partner with museums and cultural organizations to promote Sarong Batik Pekalongan as a key element of Indonesia's intangible cultural heritage.	Engage Youth in Batik-making: Create programs that engage young people in batik-making to ensure the tradition continues and adapts to modern interests, fostering a new generation of artisans.	Implement Environmental Education for Artisans: Educate batik producers on sustainable practices and environmental conservation, reducing reliance on synthetic dyes and promoting ecological balance.

### D. SOAR Analysis

While the SWOT analysis provides a comprehensive evaluation of internal and external factors affecting Sarong Batik Pekalongan and its role in sustainable tourism, it is equally essential to employ a strengths-based approach through SOAR analysis. SOAR focuses on leveraging strengths and opportunities to achieve aspirations and measurable results, providing a forward-looking strategy that emphasizes growth and community engagement. The SOAR matrix is presented in table below:

**Table 3. SOAR Analysis**

<p><b>Strengths</b></p> <ol style="list-style-type: none"> <li>1. Rich Cultural Heritage: Sarong Batik Pekalongan is deeply embedded in the cultural identity of Pekalongan, offering a unique narrative that attracts cultural tourists.</li> <li>2. High-Quality Craftsmanship: The skilled artisanship involved in batik-making ensures that Sarong Batik Pekalongan remains a premium product.</li> <li>3. Geographical Indication (GI) Status: This recognition enhances the product's authenticity and market value, distinguishing it from other batik products.</li> </ol>	<p><b>Opportunities</b></p> <ol style="list-style-type: none"> <li>1. Rising Interest in Cultural Tourism: The global trend toward experiential travel presents an opportunity to promote Pekalongan as a cultural tourism destination.</li> <li>2. Sustainability Demand: Increasing consumer preference for sustainable and eco-friendly products aligns well with the traditional and natural dyeing methods used in batik production.</li> <li>3. Government and Institutional Support: Policies supporting cultural heritage preservation and sustainable tourism development can provide resources and frameworks for growth.</li> </ol>
--	--

## Sarong Batik Pekalongan: Geographical Indication & Sustainable Tourism Development in Pekalongan

Aspirations	Results
<ol style="list-style-type: none"><li>1. Enhance Global Recognition: The community aims to position Sarong Batik Pekalongan as a globally recognized symbol of cultural heritage and sustainability.</li><li>2. Sustainable Economic Growth: Achieving economic stability for local artisans through increased market access and tourism revenues is a primary goal.</li><li>3. Community Empowerment: Fostering a sense of pride and ownership within the community by involving them in the preservation and promotion of their cultural heritage.</li></ol>	<ol style="list-style-type: none"><li>1. Increased Tourist Footfall: Measurable growth in the number of tourists visiting Pekalongan, specifically drawn by its batik heritage.</li><li>2. Economic Upliftment: Enhanced income levels for local artisans and related businesses, contributing to the overall economic development of the city.</li><li>3. Sustainable Practices Adoption: A notable increase in the use of natural dyes and sustainable production methods among batik manufacturers, aligning with environmental goals.</li></ol>

The SOAR analysis provides a clear, actionable framework for the community of Sarong Batik Pekalongan manufacturers to build on their strengths and opportunities. By focusing on their aspirations and setting measurable results, the community can foster sustainable tourism development in Pekalongan. This approach complements the SWOT analysis by emphasizing positive growth and proactive strategies, ensuring that the community's cultural heritage and economic prosperity are preserved and enhanced for the future of a sustainable tourism.

### IV. CONCLUSION & SUGGESTIONS

#### A. Conclusion

Sarong Batik Pekalongan and batik itself, with rich cultural heritage and distinguished craftsmanship, plays a pivotal role in the economic and cultural landscape of Pekalongan. The Geographical Indication (GI) status awarded to Sarong Batik Pekalongan in 2023 underscores its unique characteristics tied to the region's natural and human factors. This recognition serves as a crucial mechanism for preserving the authenticity of the product and enhancing its market value, thereby contributing significantly to the development of sustainable tourism in city of Pekalongan.

The integration of SWOT and SOAR analyses in this study provides a comprehensive understanding of the strengths, weaknesses, opportunities, and threats associated with Sarong Batik Pekalongan. The strategic frameworks developed from these analyses offer actionable insights for leveraging the product's cultural and economic potential while addressing its challenges. The strategies focus on promoting Sarong Batik Pekalongan as a premium cultural product, expanding market access, preserving traditional techniques, and fostering community pride and environmental sustainability.

The development of sustainable tourism through the GI status of Sarong Batik Pekalongan exemplifies how cultural heritage can be a catalyst for economic growth and community empowerment. By aligning with global sustainability goals and fostering a deeper connection between visitors and local culture, Pekalongan is positioned to become a leading destination for cultural tourism. This model can serve as an inspiration for other similar regions seeking to balance cultural preservation with economic development through sustainable tourism practices.

#### B. Suggestions

##### Theoretical Implications

For future researchers, this study highlights the need for more in-depth exploration of how Geographical Indication (GI) status can be leveraged to develop sustainable tourism in other regions with unique cultural products. Further research could investigate the long-term impacts of GI status on local economies, artisan communities, and tourism growth. Comparative studies between regions with and without GI recognition could provide valuable insights into best practices and strategies for maximizing the benefits of GI. Additionally, researchers should consider examining the role of education and awareness campaigns in enhancing the understanding and utilization of GI among stakeholders.

##### Managerial Implications

For business owners and manufacturers of Sarong Batik Pekalongan, it is crucial to understand and harness the potential of GI status beyond mere recognition. Business owners should focus on educating their teams about the strategic benefits of GI, such as market differentiation, enhanced product value, and increased tourism appeal. Implementing training programs on marketing and branding strategies that emphasize the uniqueness of GI-certified products can help businesses tap into new markets and attract cultural tourists. Collaborations with tourism operators to create immersive experiences, such as batik-making workshops, can also enhance tourist engagement and boost local business revenues.

##### Policy Implications

For policymakers, particularly in local government, there is a pressing need to develop and implement policies that support the effective utilization of GI status for tourism and economic development. Establishing strong cooperation and communication with

## Sarong Batik Pekalongan: Geographical Indication & Sustainable Tourism Development in Pekalongan

local communities involved in batik production is crucial. Engaging with artisans, business owners, and other stakeholders through regular forums and workshops can foster a collaborative environment where the benefits of GI are clearly understood and leveraged.

Policymakers should also focus on creating awareness campaigns and educational programs that demystify the concept of GI and its potential advantages for sustainable tourism. Additionally, integrating GI into broader tourism strategies, such as cultural tourism promotion and heritage preservation initiatives, will help ensure that its potential is fully realized in driving sustainable tourism and local development. Establishing partnerships with national and international cultural organizations can further enhance the visibility and value of GI-certified products to further develop Pekalongan as a sustainable cultural destination.

### REFERENCES

- 1) Bariroh, Naam, M. F. & Sugiarto, E. (2024). Batik Jlamprang Wujud Dari Warisan Budaya Kota Pekalongan. *Jurnal Ilmu Sosial, Humaniora Dan Seni*, 2(3), 466–471.
- 2) Budiarto, W. M. S., Restiani, A. D. & Evelina, L. W. (2024). Pekalongan, The World's City of Batik, Embraces Plurality Through Cultural Events with Religious Background. *Business Economic, Communication, and Social Sciences Journal (BECOSS)*, 6(2), 121–130. <https://doi.org/10.21512/becossjournal.v6i2.11508>
- 3) Creswell, J. W. & Creswell, J. D. (2018). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (5th ed.). SAGE Publications.
- 4) Creswell, J. W. & Poth, C. N. (2018). *Qualitative Inquiry & Research Design: Choosing Among Five Approaches* (4th ed.). SAGE Publications.
- 5) Damayanti, M. & Latifah. (2015). Strategi Kota Pekalongan Dalam Pengembangan Wisata Kreatif Berbasis Industri Batik. *Jurnal Pengembangan Kota*, 3(2), 100–111. <https://doi.org/10.14710/jpk.3.2.100-111>
- 6) dos Santos, E. R. M., Pereira, L. N., Pinto, P. & Boley, B. B. (2024). Development and validation of the new resident empowerment through Tourism Scale: RETS 2.0. *Tourism Management*, 104, 104915. <https://doi.org/10.1016/j.tourman.2024.104915>
- 7) Fitriaty, F., Amin, S., Musnaini, Elliyana, D. & Saputra, M. H. (2024). Sustainable Strategy toward Community Life Satisfaction in Heritage Tourism. *Jurnal Kepariwisata Indonesia: Jurnal Penelitian Dan Pengembangan Kepariwisata Indonesia*, 18(2), 257–286. <https://doi.org/10.47608/jki.v18i22024.257-286>
- 8) Gupta, R., Mondal, M. E. A., Janardhan, M., Kumawat, H. & Shekhar, C. (2024). Sustainable Tourism Development: Balancing Economic Growth And Environmental Conservation. *Migration Letters*, 21(S7), 1240–1253.
- 9) Hayati, C. (2012). *Pekalongan Sebagai Kota Batik 1950-2007*. Lensa: Kajian Kebahasaan, Kesusastraan, Dan Budaya, 2(1).
- 10) Jamshed, S. (2014). Qualitative research method-interviewing and observation. *Journal of Basic and Clinical Pharmacy*, 5(4), 87. <https://doi.org/10.4103/0976-0105.141942>
- 11) Khavarian-Garmsir, A. R. & Zare, S. M. (2015). SOAR Framework as a New Model for the Strategic Planning of Sustainable Tourism. *Tourism Planning & Development*, 12(3), 321–332. <https://doi.org/10.1080/21568316.2014.960595>
- 12) Martins, L. O. S., de Oliveira, V. R. V., Lora, F. A., Fraga, I. D., Saldanha, C. B., Silva, D. T., Pereira, M. G. A. & Silva, M. S. (2024). Geographic Indications, Sustainability and Sustainable Development: A Bibliometric Analysis. *Journal of Scientometric Research*, 13(3), 919–934. <https://doi.org/10.5530/jscires.20041231>
- 13) Muiz, A. A., Sumastuti, E. & Sijabat, R. (2023). Analisis Peningkatan Produktivitas Kerja Pegawai Pada UMKM Sarung Batik Kalungguh Pekalongan. *Jurnal Nuansa : Publikasi Ilmu Manajemen Dan Ekonomi Syariah*, 1(4), 283–289. <https://doi.org/10.61132/nuansa.v1i4.286>
- 14) Özgeriş, M., Demircan, N., Karahan, A., Gökçe, O., Karahan, F., Sezen, I. & Külekçi, E. A. (2024). Cultural Heritage Management in the Context of Sustainable Tourism: The Case of Öşkvan Monastery (Uzundere, Erzurum). *Sustainability*, 16(22), 9964. <https://doi.org/10.3390/su16229964>
- 15) Pemerintah Kota Pekalongan. (2023, 1. April). Sarung Batik Sah Terdaftar sebagai IG Kota Pekalongan. Protokol: Komunikasi Pimpinan Kota Pekalongan. <https://protokol.pekalongankota.go.id/berita/sarung-batik-sah-terdaftar-sebagai-ig-kota-pekalongan.html>
- 16) Puyt, R. W., Lie, F. B. & Wilderom, C. P. M. (2023). The origins of SWOT analysis. *Long Range Planning*, 56(3), 102304. <https://doi.org/10.1016/j.lrp.2023.102304>
- 17) Riyanto, Iqbal, M., Supriono, Fahmi, M. R. A. & Yuliaji, E. S. (2023). The effect of community involvement and perceived impact on residents' overall well-being: Evidence in Malang marine tourism. *Cogent Business & Management*, 10(3). <https://doi.org/10.1080/23311975.2023.2270800>
- 18) Sembiring, S. (2023). The Utilization of the Economic Value of Geographic Indications as a Communal Right in Increasing Community Welfare (In the Perspective of Indonesian Trademark Law and Geographical Indications). In *Intellectual Property - Global Perspective Advances and Challenges [Working Title]*. IntechOpen. <https://doi.org/10.5772/intechopen.1001126>

## Sarong Batik Pekalongan: Geographical Indication & Sustainable Tourism Development in Pekalongan

- 19) Setyaningsih, W., Syawaludin, A. & Ramadhani, A. R. (2024). Tourism Kampong Development Model Through Community Involvement Towards Sustainable Creative-Based Tourism. *International Journal of Sustainable Development and Planning*, 19(11), 4323–4330. <https://doi.org/10.18280/ijstdp.191121>
- 20) Sihombing, I. H. H., Suastini, N. M. & Puja, I. B. P. (2024). Sustainable Cultural Tourism in the Era of Sustainable Development. *International Journal of Sustainable Competitiveness on Tourism*, 3(02), 100–115. <https://doi.org/10.34013/ijscot.v3i02.1601>
- 21) Sobel, C. (2023, 15. August). SOAR, SWOT and SMART: The Prescription for Small Business Growth. <https://www.linkedin.com/pulse/soar-swot-smart-prescription-small-business-growth-craig-sobel>
- 22) Suyani. (2013). Pengaruh Budaya Asing Terhadap Perkembangan Batik Pekalongan. *Corak : Jurnal Seni Kriya*, 2(1), 71–82.
- 23) Syahidah, J. A. (2022). Keberlanjutan Unesco Creative City Network di Kota Pekalongan (Analisis Aktor dan Hambatan Pada Kota Kreatif). *As-Shahifah: Journal of Constitutional Law and Governance*, 1(1), 53–78. <https://doi.org/10.19105/asshahifah.v1i1.5885>
- 24) Varnekar, S. S. & Chutia, U. (2024). The Impact of Geographical Indication In The International Trade. *Educational Administration Theory and Practices*, 30(5), 13863–13869. <https://doi.org/10.53555/kuey.v30i5.6081>
- 25) Yulius, K. G., Sudirman, F. N. & Theovanus. (2024). Explaining Revisit Intention in Culinary Tourism: Case Study of Pekalongan, City of Batik. *EDUTOURISM: Journal Of Tourism Research*, 6(2), 58–73. <https://doi.org/10.53050/ejtr.v6i02.1228>
- 26) Zubiaga, M., Sopelana, A., Gandini, A., Aliaga, H. M. & Kalvet, T. (2024). Sustainable Cultural Tourism: Proposal for a Comparative Indicator-Based Framework in European Destinations. *Sustainability*, 16(5), 2062. <https://doi.org/10.3390/su16052062>



There is an Open Access article, distributed under the term of the Creative Commons Attribution – Non Commercial 4.0 International (CC BY-NC 4.0) (<https://creativecommons.org/licenses/by-nc/4.0/>), which permits remixing, adapting and building upon the work for non-commercial use, provided the original work is properly cited.