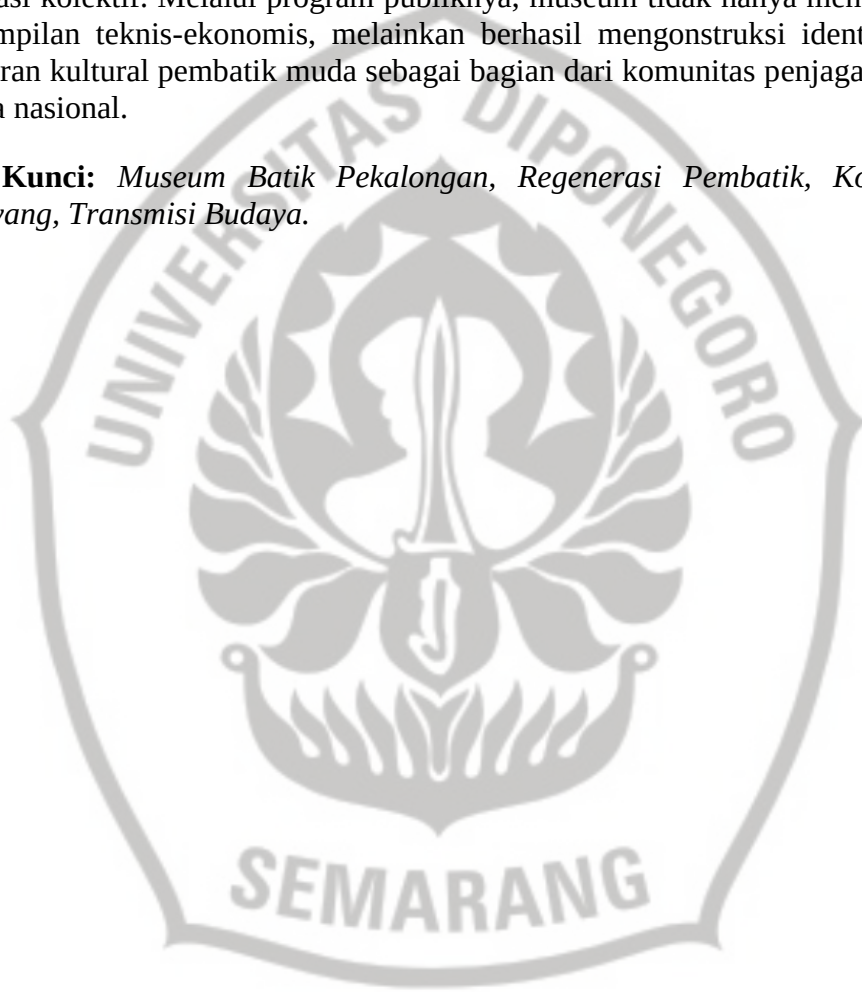


ABSTRAK

Penelitian ini mengkaji tentang peranan Museum Batik Pekalongan dalam mengatasi masalah regenerasi pembatik di Kota Pekalongan. Tujuan penelitian adalah menganalisis strategi museum dalam upaya regenerasi pembatik muda serta mengeksplorasi persepsi para aktor muda terhadap program edukatif yang disediakan. Menggunakan metode kualitatif studi kasus dan teori Komunitas Terbayang (*Imagined Communities*) Benedict Anderson, data dihimpun melalui wawancara mendalam, dokumentasi dan observasi partisipatif. Hasil penelitian menunjukkan bahwa Museum Batik Pekalongan berfungsi sebagai arena produksi imajinasi kolektif. Melalui program publiknya, museum tidak hanya mengajarkan keterampilan teknis-ekonomis, melainkan berhasil mengonstruksi identitas dan kesadaran kultural pembatik muda sebagai bagian dari komunitas penjaga warisan budaya nasional.

Kata Kunci: *Museum Batik Pekalongan, Regenerasi Pembatik, Komunitas Terbayang, Transmisi Budaya.*



ABSTRACT

This study examines the role of the Pekalongan Batik Museum in addressing the challenges of intergenerational cultural transmission within the batik industry in Pekalongan City. The research aims to analyze the museum's strategies in fostering the regeneration of young batik artisans and to explore the perspectives of these young actors toward the educational programs provided. Using a qualitative case study method and Benedict Anderson's theory of Imagined Communities, data were gathered through in-depth interviews, documentation, and participant observation. The findings indicate that the Pekalongan Batik Museum functions as an arena for the production of collective imagination. Through its public programs, the museum does not merely impart technical and economic skills, but successfully constructs the cultural identity and awareness of young artisans, positioning them as part of a national community safeguarding cultural heritage.

Keywords: *Pekalongan Batik Museum, Batik Artisan Regeneration, Imagined Communities, Cultural Transmission.*

