ABSTRACT

Batik is one of the Indonesian craft product that is becoming increasingly popular in the community and is widely known over the world. the batik business has expanded significantly, since UNESCO designated batik as a world heritage site and a masterpiece of the Oral and Intangible Heritage of Humanity in 2009. In its development, batik was massively produced by merchants and consumed by local people even foreigners. There are 3 types of batik that is produced in Indonesia: written batik *(batik tulis)*, stamped batik *(batik cap)* and printed batik *(batik print)*. However, the production process of handwritten batik is way more complex than others since it is manufactured by artisans using traditional methods and techniques. The occurrence of human error in batik production process is relatively high which causes defective products, hence, quality management is critical in the production of handwritten batik in order to achieve high quality product and maintain its excellence as a craft and identity of the Indonesian people.

Therefore, this study was conducted to analyze the quality management in hand-written Batik. Interview face to face is used to collect the data. Based on the results, the first step in QM is to determine the quality standard to ensure that materials, products, processes, and services are fit for their purpose. Craftsmanship play an important role in Batik manufacturing thus they need training to ensure that they will have carried out their task correctly according to the SOP. Since it's not possible to produce a perfect product from the beginning, product testing provides the craftsman with the opportunity to change the product after each step and saves them from the costs of mass-producing a faulty or unappealing product. To make sure that the product will be "Fit for purpose" and to minimize defect, QC need to monitor the daily activities and operations. Final inspection is carried out to make sure the final products are in accordance with the standards before shipping it to the customers. if there is a defective product then it should be analyzed to find out the root of defect therefore the responsible team can fix it to match the standard. With the quality control, it is expected that the percentage of failed products will continue to decrease.

Keywords: Handwritten Batik, Product quality, Quality Management, Quality control, quality improvement