

ABSTRACT

This research discus about knowledge preservation of batik craftsmen at UKM Muria Batik, Karangmalang Village, Kudus. This research aims to study the efforts of knowledge preservation of batik craftsmen at UKM Muria Batik, Karangmalang Village, Kudus. The method used is qualitative research method with a case study approach. The method used is qualitative research method with a case study approach. The analysis method uses thematic analysis resulted two main themes from the data analysis which are the knowledge of batik craftsmen and knowledge preservation of batik craftmen at UKM Muria Batik Kudus. The results of the first theme show that the knowledge of batik craftsmen originated from the experience of making batik dyes experiment by utilizing natural raw materials to reduce dependence on imported dye products and the motifs of batik are inspired by natural products surroundings, folklore, and the icon of Kudus City. The results of the second theme show that batik training activity at UKM Muria Batik, Karangmalang Village, Kudus, is a form of knowledge preservation application. The knowledge preservation model to study the efforts of knowledge preservation of Batik craftsmen at Muria Batik UKM, Karangmalang Village, Kudus, are Socialization, Externalization, Combination, and Internalization. Through knowledge preservation model, batik craftsmen knowledge can be transferred to other people and to other forms of media storage, therefore the knowledge of Batik craftsmen at UKM Muria Batik, Karangmalang Village, Kudus, which has been managed properly, can continue to live and can be passed on to future generations. The main obstacle faced by batik craftsmen at UKM Muria Batik is human resource constraints, in the implementation of knowledge preservation, human resources are needed and must have a high willingness, without high willingness, the knowledge transfer process cannot go well. The preservation of indigenous knowledge is needed in order to maintain the local culture, because local knowledge is created and maintained by people who are part of local community's cultures or traditions. This is intended so that indigenous knowledge that is owned in a certain area can be passed down for the younger generations who will come and can be beneficial for the community that the existence of this knowledge will not lost and will continue to survive.

Keyword: *Knowledge Preservation; Indigenous Knowledge; Batik Craftsman; UKM Muria Batik*