

## **ABSTRACT**

Indonesia has many cultures. One of the Indonesian's cultural products is Batik. Batik is the art of drawing on fabric to be used as clothing. Batik does not only express the beauty visually, but also exude philosophical values and deep spiritual experiences. Since it passed down from Indonesian ancestors, therefore batik becomes one of the Indonesian cultural heritages. Based on Ministry of Foreign Affairs (2019), batik has been officially declared on October 2, 2019, by the United Nations Educational, Scientific and Cultural Organization (UNESCO) as part of Indonesian culture in the Representative List of the Intangible Cultural Heritage of Humanity. As the consequence, the recognition from UNESCO should be an important milestone for developing the existence of batik in the international arena.

East Java is one of the provinces in Indonesia that has many batik industries. The batik craftsmen in East Java mostly use their homes as a place of batik business. Many districts or cities are trying to grow the batik industry with their own characteristics. One of them is Jember Regency, East Java. Jember is famous for its superior potential for export quality tobacco leaves, therefore the tobacco leaf motif was chosen as the typical style of Jember batik.

There are many home industries of batik in Jember. One of them is BRO\_J Batik. It is located in SMK Baitur Rohmah, (Private Vocational High School) Wringin Agung village, Jombang district, Jember regency. Because BRO\_J Batik is in the school, therefore this batik industry is also managed by the school.