

ABSTRACT

Batik Lasem is a product of cultural acculturation between Javanese and Chinese heritage, resulting in a uniquely beautiful and captivating batik. One of its most distinctive features is the red color known as “abang getih pithik”, a characteristic that is unmatched and cannot be replicated in other types of batik. In its production process, various dyeing techniques are used, one of which is naphthol, known for its strong and vibrant color. However, the increasing interest in Batik Lasem brings both positive and negative impacts, including issues related to waste generated from the batik production process. Furthermore, knowledge regarding batik production is often tacit, making it difficult to access for newer generations. The slow regeneration of batik artisans and limited understanding of environmentally friendly production practices pose additional challenges. This study aims to design informative and educational e-Learning content focusing on environmentally friendly Batik Lasem production processes. The development process adopts the SECI method for knowledge conversion and the ADDIE framework for structuring the e-Learning system. The development stages include analysis, design, development, implementation, and evaluation. The output of this final project is a web-based e-Learning platform consisting of nine learning modules: ngeteli, nglengkren, mola, nerusi, nembok, naphthol dyeing, indigosol dyeing, nglorod, and drying. In addition, the platform provides pages that explain the history of Batik Lasem and methods for environmentally friendly waste treatment, such as recycling leftover dye, reusing malam, and using alum (tawas) and Poly Aluminium Chloride (PAC) to decompose liquid waste before disposal. Each module is structured sequentially and includes a pretest, learning material, and posttest, all of which are protected by a password system. This e-Learning platform is expected to increase the interest of younger generations in Batik Lasem and strengthen the understanding of future batik artisans in conducting sustainable and eco-friendly production practices.

Keywords: ADDIE, Batik Lasem, e-Learning, environmentally friendly, naphthol dyeing, SECI